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PRODUCTIVE TOURISMSCAPES

CULTURAL MEMORY AND PLACE IDENTITY: CREATING PLACE
EXPERIENCE

LANDSCAPE DRIVEN TOURISM



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1. INTRODUCTION

The following chapter includes a brief introduction to the research project, the objectives of the research and hypothesis, the research methodology used and the structure of the report.

1.1. ABSTRACT

In the Effort to escape from the metropolitan chaos, man creates recreational spaces to satisfy his thirst for mental peace, relaxation and change of environment. It is the place for spending time in a peaceful and scenic atmosphere away from the chaos and the crowd of the present life. **Tourism is one of the world's largest industries as well a provider** of employments over to 100 million populations around the world. Niche tourism refers to strategy that specific tourism product personalized to meet the needs of a particular tourist segment . Landscape has long been a key reference point in the construction of tourist imaginaries and, to this day, plays an important role in tourists' experience of travelling and their encounters .It is very evident that amongst the various types of tourism, landscape oriented tourism stands out the best. This is because; nature relaxes and calms down the system of a normal human being in this fast paced world. Such landscapes become tourismscapes .Productive tourismscapes refer to agricultural landscapes such as tea plantation, vineyards, and paddy fields and so on. This has been identified as one niche Tourism segment emerged with novel concept of sustainable and nature based eco-friendly tourism. Research objective is to understand the concept of wine tourism and identify its similarities with tea tourism and identify the potential of Nilgiris to become a tea tourism destination. The idea is to also understand and identify the success concepts in wine tourism methods and adapt them for tea tourism. **The objective is also to study the tourist's attitudes, expectations and destination attributes** and to formulate a relation between the various factors that create a sustainable and successful tourism model. The study is crucial as such tourism activities can help in increasing the socio economic status of the place.

1.2. OVERVIEW

As tourists began to arrive in large numbers and spend relatively large amounts of money, thus earlier studies were conducted to understand the economic impact of such cultural tourism. In recent years, however, these tourists have increasingly aroused research interest because of the social and cultural dimensions of these niche tourism markets. Attracting tourists has become a strategy for countries and regions looking to conserve culture, heritage to develop new resources and to create a cultural image. Much

cultural tourism research today therefore concentrates on the qualitative nature of the experience and the impact of cultural tourism, both for the tourists themselves and for the places and peoples they visit¹. Productive tourismscapes as explained before form a part of the niche tourism market belonging to cultural tourism. The concept of niche tourism has thoroughly been debated by Marina Novelli² (2005) from multiple perspectives, offering a theoretical and practical cases- based rich framework that proves once again the emergence and status of niche tourism, as one of the most sustainable types of tourism in the contemporary world and also during postmodern times, along with particular niches or micro niches such as: experiential tourism, backpacking tourism, ecotourism, agro-tourism, the everyday tourism and the holiday tourism, dark tourism, medical tourism (Franklin and Crang, 2001; Wight, 2006; Hall, 2011; Daugstad and Kirchengast, 2013).

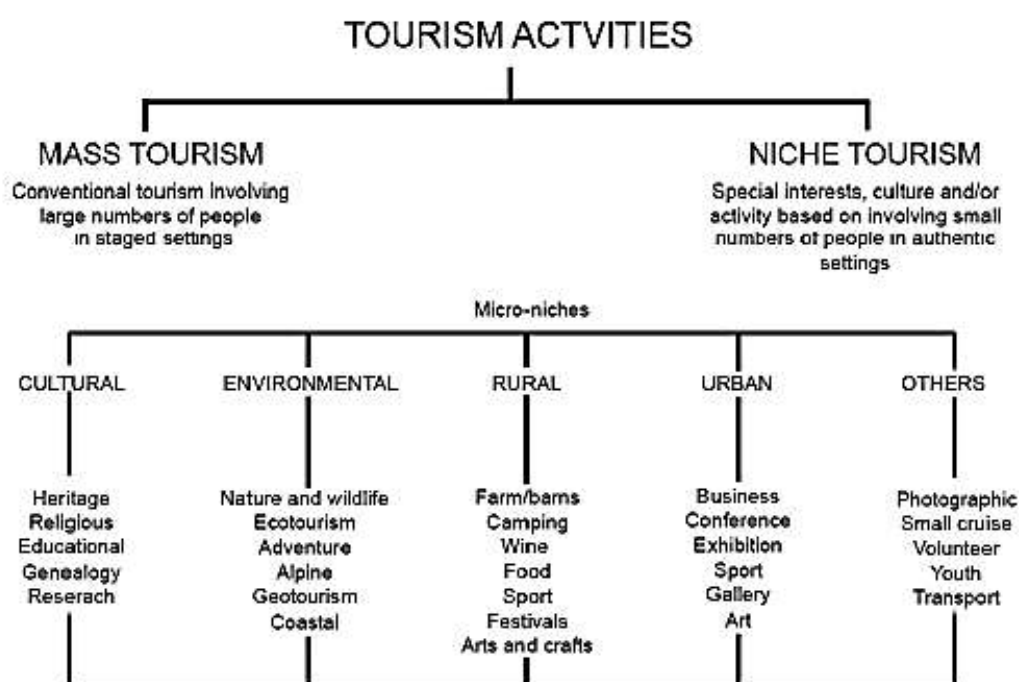


Figure 1 : Niche tourism diagram, courtesy Maria Novelli (2005)

Wine tourism is a niche market tourism activity that is included within several larger niche markets, notably agro-tourism, ecotourism, sustainable tourism and culinary tourism. Similarly the idea is to explore a potential for tea tourism in the Nilgiris district in the south of India on the basis that both these productive landscapes have the same to offer and that the culture and emotion related to it is similar. Both of these landscapes have been exploited for the last 15 years, but the small entrepreneurs have difficulties till this day. Can these people be advantaged by regulated tourism?

¹ edited by Greg Richards, Wil Munsters Cultural Tourism Research Methods

² Mike Robinson and Marina Novelli (2005) Niche tourism: an introduction

Connecting values **and images of the past in view of 'recreating' identities** of people and their habitat and revalorizing their territorial capital implies a long and sophisticated process³. Preserving and managing these values, with their material, physical evidence and their non-material associations, is a complex challenge seen the strong interdependency between vernacular expressions and their symbolic significance, the way life of successive generations and the fact that cultural values develop over time.

1.3. OBJECTIVES AND HYPOTHESIS

Tourism potential not only depends on what or how much the place has to offer, but far more on the way in which, cultural, human and financial resources are managed in view of a cultural economy. As most cities are characterised by multi-layered history, it tends to complicate the planning process and policy making strategy. The idea is to assess the various elements that can create or regenerate values of identity, place and community and have a social meaning as well as economic potential. From the planning point of view it is crucial to identify the changes in tourism due to the urban morphological, social and economic system. The objective is to identify ways to integrate policies including cultural aspects, urban renovation and historical values.

The idea of the research is to generate ideas and guidelines for tourism management policies looking forward beyond the target of cultural tourism product development, crossing the borders of disciplines, and with the serendipity to track values **of the past, capable of inspiring initiatives for the future, shaping places and peoples' identities.**

The objectives of this study are:

- To understand the concept of wine tourism and identify its similarities with tea tourism
- To identify the potential of Nilgiris to become a tea tourism destination.
- To identify the success concepts in wine tourism methods and adapt them for tea tourism.

Hypotheses of the Study:

Following hypotheses are developed according to the conceptual framework.

- H01: There is a relationship between Expectations on service providers and Destination Attributes.
- H02: There is a relationship between the ancillary providers and tourism experience for visitors.
- H03: The thus proved relationship is suitable for tea tourism as well.

³edited by Maria D Alvarez, Atila Yuksel, Frank Go, Heritage Tourism Destinations: Preservation, Communication and Development

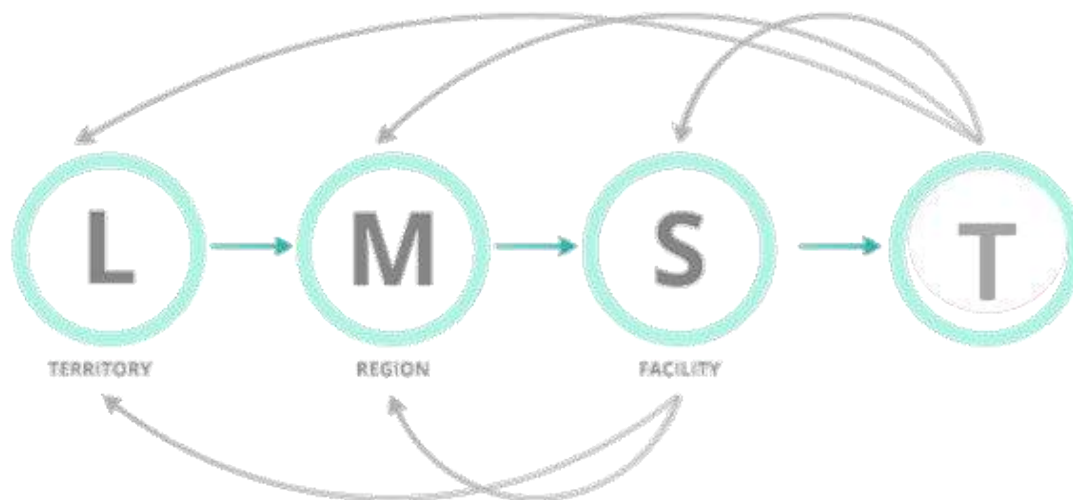


Figure 2 : A diagrammatic representation of the hypothesis to be proved (Source: author)

Where,

L = Territory - Landscape, Location.

M = Region - immediate context, Vineyards ,Management, stake holders.

S = Facilities - Services provided (restaurants,hotels,museums,sights and activities)

T = the desired Tourismscape

The above equation shows the relationship between the various actors involved in the wine tourism model. The objective of the study is to understand all these factors and define their interrelationship as accurately as possible. The course of the research is to define each of the above terms through literature reviews and case studies.

1.4. METHODOLOGY

The fact is that the study of such tourismscapes lies in the intersection of different disciplines, and the lack of valid research methods due to the fragmented approaches. The choice of case studies include issues of sustainability, such as development of urban historic areas, with fundamental research, applied research and fieldwork, effective policies in place with supporting studies. This implies an understanding of the DNA of “experience-scapes” and moving from a traditional emphasis on visiting material and physical heritage sites, to discovering the imbedding in various forms of intangible and immaterial heritage, in fact traditional ways of life.

The idea is select a range of case studies that cover various disciplines. A cross referential study of all the cases together could help us achieve better results. A few of the criteria include:

- Areas that have adopted tourism policies and has had negative effects due to the increase of influx of population
- Scope for eco-tourism and cities that have adopted sustainable policies
- Places that have used their heritage culture and landscapes a major force to driven tourism.

The research method involves the study of wine tourism and tea tourism as separate identities and then on a comparative basis. This includes the understanding of wine tourism, its history, production and planning techniques and other tertiary operators involved in Europe. The study of Tea in south India is to understand the plantation, its history, production as well as the condition of the farm growers to recognise the potential for tourism. The desired result of these studies is to find similarities between the two thus proving that the same tourism model can be used for both.

Europe has always been a pioneer of the wine tourism industry as the wine produced in each of its countries, has a unique flavour, taste and process of making. The wine routes of all the places are different and offer different experiences. Some of the examples would be Port from the Douro valley of Portugal, the wine routes of Spain and Italy. The wine route of France has been one of the very first routes to be recognised including wines from Bordeaux and Champagne and the Loire Valley. Hence the wine routes of France will be the cases studied and analysed.

The other integral literature study is of that of the practise of tea tourism in other parts of the world followed by a basic study of the Tea production of South India. An initiative of such tourism depending on tea has been underway in SriLanka. The **destination image building of 'Ceylon Tea' using social media and other marketing strategies** are proposed. As SriLanka is a southern country similarities can be established with Indian states. Thus the promotion of tea tourism in SriLanka is chosen as the other literature study.

1.4.1 CONCEPTS AND DEFINITIONS USED

The study of this particular field of research involved the understanding of several terms, definitions and concepts which are vital to recognise and analyse the various factors that play a role in the tourism model. These include the study of the various sectors

of tourism individually as well as on a comparative basis such as eno tourism, agro tourism, tea tourism, landscapes and heritage to name a few.

Some of the fundamental concepts include:

- What are TOURISMSCAPES and their effects on the city/location
- What are the phenomenological aspects of such tourismscapes
- What is sustainable tourism and what are the ways it can be achieved.
- What are the strategies that are adopted by such tourismscapes for sustenance and proper functionality?
- Mass and Niche tourism markets and tertiary tourism operators.
- Concepts and practises used in wine and tea tourism in the European subcontinent.
- Importance of tea in Indian states and in South Indian states in particular.

1.5. REPORT STRUCTURE

In this first chapter, research work has been introduced including the problem, questions, aims of research etc. To be able to answer the research questions and aims, chapter 2 will elaborate on the concept of tourismscapes and in specific the niche market of Productive tourismscapes and detailed understanding of why the choice of wine and tea in specific.

Chapter 3 and chapter 4 deals with the introduction to wine and tea tourism, its definition and evolution and the various concepts practised in the European countries and India respectively.. It also includes the case studies of SriLanka and Loire valley along with the literature reviews. The cases are analysed and examined and the main actors and stake holders are studied.

In chapter 5, the finding of the interviews will be analysed. The intentions and objectives of the projects will be discussed. In chapter 5, the research questions, based on theoretical studies and face-to-face interviews with the initiatives, will be answered. Conclusion will be done and finding of the research will be elaborated. Chapter 6 will conclude and redefine the hypotheses.

2. TOURISMSCAPES

The following chapter comprises an introduction to the concept of tourismscapes and productive tourismscapes in specific, its definition and an outline of the cases and literature reviews.

2.1. INTRODUCTION

“Tourismscapes are like sentences. Every element (like a word in a sentence) is connected to other elements (like other words in a sentence) in a syntax that unites people, artefacts and environments. Take out one word and the sentence is rendered pointless. Similarly, bracket beaches, mountains, museums, planes or automobiles, hotels or campsites and you obtain isolated, static human beings, not tourists or tourism entrepreneurs. Bracket human beings and you obtain an assembly worthy of a museum, but impotent to produce tourismscapes”.

Based on Latour (1995) and Verschoor (1997a).

The concept of tourismscapes can be analytically defined as the actor-networks within and across different societies and regions connecting together systems of transport, accommodation and facilities, tourism resources, environments, technologies, and people and organizations. Tourismscapes consist of relations between people and things dispersed in time-space specific patterns. What are the constituents of tourismscapes?

First, tourismscapes include the people using tourism services or the people and organizations providing these services. To start with the latter, millions of people and organizations provide transport, accommodation, food, guidance and/or entertainment. As we shall see, tourismscapes rely on the performances of countless people working in big and small enterprises connected through complex processes of ordering. Obviously, tourismscapes also encompass tourists as they enact tourismscapes by consuming services, buying local products or situating in the actor-network. Although their practices are ubiquitous and mandatory, this book barely addresses the specific role of tourists in the performance of tourismscapes. (Urry, 2002; Ashworth and Dietvorst, 1995).

Second, tourismscapes encompass hybrid environments; tourism spaces shaped by ‘natural’ and ‘cultural’ objects, human relics such as hotels, restaurant and entertainment facilities, and other resources that meet the tourist gaze (Urry, 2002;

Ashworth and Dietvorst, 1995). Natural objects afford certain possibilities. Beaches cannot invite sunbathing; hills cannot provide viewing places, and so on. But they do – or rather they sometimes do – because of the particular way people, technologies and environments are embedded (see also Harré, 2002). **‘Objects’ afford a range of possibilities and opportunities; nature and other physical objects owe certain ‘affordances’.** The **interaction between resources and practices produces different ‘natures’.** These include: nature as the open countryside available for leisure; nature as a visual spectacle sensed through sketches, landscape paintings, postcards, photographs and the camcorder; nature as wilderness away from industry and cities, enabling spiritual and physical refreshment; and nature as undergoing **‘global environmental change’** rather than isolated localized changes (Urry, 2002).

Third, tourismscapes involve an array of networked objects, machines and technologies that extend tourismscapes in time-space. These include the networks of transportation of people by air, sea, rail and roads, as well as wires, cables, microwave channels and networks that carry phone or fax messages, pictures and images, money transfers and computer information. Obviously, the nineteenth-century development of the railway and the twentieth-century development of auto mobility and the jet-plane have been momentous for the development of tourism. (Urry, 2002).

	Pre-modern tourism Pre-19th century	Modern tourism 1850 - 1950	Contemporary tourism 1950 – 21st century
Dominant modes	• Grand Tour	• Seaside tourism	• Highly differentiated
Extensity	• Minor flows, mainly trans-European	• Emerging flows within and between countries	• Global spread from Europe and Atlantic into East Asia
Intensity	• Low	• Increasing	• High
Velocity	• Low	• Low	• High
Impact	• Low	• Low and spatially concentrated	• High, spatially and globally stretched
Infrastructure	• Some road and sea networks and resorts • Inns	• Railways and roads • Seaside resorts • Hotels	• Jet plane and auto-mobility • Highly intensified road, communication and transport systems • Internet • A mixture of accommodation forms
Institutionalization	• Virtually non-existent	• Thomas Cook	• High, many types and forms
Stratification	• Only cultural centres and cultural elites	• Holidays as a marker of citizenship • Resort stratification ⁵	• Democratization of the tourist gaze • Intricate processes of inclusion and exclusion of people and regions
Modes of interaction	• Personal and cooperative	• Competitive on a local and regional scale	• Competitive, increasingly on a global scale

Table 1: Periodization of tourism

Source: TOURISMSCAPES V.R. van der Duim

The three aspects of tourism-scape model can be labelled as actors. The actors in tourism-scapes define one another in the intermediaries they put into circulation (see Verschoor, 1997a: 35). Intermediaries connect actors into a network and define the respective positions of the actors within the networks. Through intermediaries, actors communicate with one another, and that is the way actors translate their intentions into other actors (Stalder, 1997). Generally speaking, in tourism-scapes the intermediaries are services (guidance, transport, advice, food and beverage, hospitality) and, in return, money. However, in principle the list of intermediaries is endless. An intermediary is anything passing between actors that define the relationships between them (Callon in: Verschoor, 1997a: 35).

Tourism-scapes are not just a lot of tourists moving around in cars and planes, staying in hotels, apartments or tents, which were put in place beforehand. Instead, tourism-scapes are emergent phenomena: in its processes, tourism-scapes shape their own flows, organizations and things. Tourism and the organization of tourism are not different. So, although tourism-scapes may appear to be pools of order, they should be treated as ordering accomplishments. There is no backdrop of social, economic or technical factors that shape tourism-scapes, but rather the backdrop is itself built in the course of building tourism-scapes (see also Halsema and Wester, 1994)

Tourism-scapes are complex as they are not to be considered as structures, with a fixed centre, a vertical hierarchy or a formal or informal constitution (Urry, 1998: 4). Although some countries and regions (for example in Greece) historically depend on a relatively undifferentiated market controlled by a small number of tour operators, related tourism-scapes still consists of a myriad of smaller and bigger organizations with different bargaining powers (Bianchi, 2002a: 282).

Complexity is also mirrored by the fact that a relatively small country like the Netherlands (with 16 million inhabitants) has around 3000 retail travel agencies and 175 tour operators registered with the Dutch Association of Travel Agencies (Algemeen Nederlands Verbond van Reisondernemingen; ANVR). In the Netherlands, there are also 3000 hotels and pensions, 700,000 places to sleep at campsites and another 200,000 at holiday camps, and almost 40,000 restaurants and bars. Similarly, Australia (with 20 million inhabitants) has 5000 retail travel agents, 600 inbound tour operators and over 45,000 individual tourism businesses (McKercher, 1999).

This open character of tourism-scapes leads to a question, namely: where do **tourism-scapes end and where does the 'environment' of tourism-scapes begin**. To assemble tourism-scapes, a number of actors responsible for different sets of interrelated activities (distribution and selling, transport to and within the region, information and communication with and about the region and the facilities, tourism-related services, etc.) have to connect in such a way that their activities maintain the network.

2.2. PRODUCTIVE TOURISMSCAPES

One of the most comprehensive definitions of niche marketing belongs to Collins. According to Collins (1994), niche marketing is a marketing technique that has made it compulsory to re-organize its goods and services in accordance with the customers, thus offer the best opportunity to come from above the competition. Therefore, it enables the companies to provide total customer satisfaction by fulfilling their special wants and needs and actualizing the quality revolution. Although the niche market is defined as a small market in real terms, it can sometimes be made up of millions of individuals. And although niche markets in general are really small markets, big markets often originate from niche markets. In niche marketing, instead of producing goods / services that everyone likes, it is about the production of goods / services that few people love very much. Moving from common points of definitions, niche marketing can be defined as a process of offering the products that are differentiated and do not have many alternatives to an individual customer or a narrowly defined group of customers with similar characteristics or needs (Albayrak, 2006; Friedman, Lopez-Pumarejo and Weiser Friedman, 2007) and the main features can be summarised as follow (Kotler, 2003):

- The customers in the niche have a distinct set of needs.
- They are willing to pay a premium to the firm that best satisfies their needs.
- The niche is not likely to attract other competitors.
- The niche gains certain economies through specialization.
- The niche has size, profit, and growth potential.

Productive tourismscapes can be defined as one of those niche tourism markets that relate to tourism and landscapes that rely more on their produce such as vineyards (wine), paddy fields (rice) tea plantations etc. The above mentioned landscapes are unique in their own ways and create interests for several people and have immense potential to be tourismscapes.

Tourists and environmental assets are the very foundation on which most of tourismscapes rests on. This attraction to the natural landscape can explain why the term *sustainable* is often attached to tourism development. In other words, natural landscapes equal tourist capital. , they are not the main motivators for travel to a region but instead play a “significant part in the overall attractiveness to a particular location and [the] experience [as a whole]” (Quoted in Novelli 2005). In addition to a natural resource such as the mountains, there must be the proper infrastructure (i.e. roads) to make the locations easily accessible. As well, there must be accommodation services, such as hotels, restaurants, and other proper facilities available to the tourist. And, finally, the local residents of a region must be available to interact with tourists.

2.3. WHY WINE AND TEA?

Wine and Tea are two such landscapes that are considered in this study as they are both successful in the scenario of being tourism landscapes. Wine and Tea are two different products which are very important in Europe and India respectively. The idea of the thesis is to identify that these two products may be different but hold similarities in several aspects such that they can be treated as one and the same. This segment is going to deal with laying out the similarities between these two in terms of culture social importance, economic impact, physical structure and even landscape. Though they are from two different continents they share the same value and importance. The following are aspects at which they hold the same importance.

2.4. THE EUROPEAN WINE CULTURE

The vineyard landscape is clearly a commodity which is part of the wine tourism offer and wine tourism should support recovery-growing landscapes. Representation of the vineyards remained focused only on long plant symbol itself. Only at the end of the 19th century, it was developed a sensitivity landscape in Europe, i.e. a global perception overall vineyard area with all its components. The vineyard landscape is perceived in various ways: work, values, communication, information, from wine producer's part; aesthetic, artistic venues for tourist's part.

As wine is moving from being a sophisticated elite drink or everyday bulk beverage to a lifestyle product, so the focus of the modern wine consumer is evolving. Wine is a complex product, and a wider product choice is offered than for most other products. **This complexity has led to the increasing importance of external cues which 'help' the consumer make a selection.** This part is about how modern wine consumers engage with wine, and covers practices which help them to make decisions, as well as ways in which they can further their enjoyment in wine. In many cases they may make their own choices about wine, but to do this they need to develop an understanding of the product. These are not just enjoyable experiences but also allow the gathering of information, and include wine literature, education and clubs, and the experience of the wine tourist. It also **considers the impact on the wine consumer of 'gatekeepers'—** the people and organizations who influence consumption – including wine critics and writers, and wine shows. Finally there are two other aspects of wine consumption which have developed over the last 60 years. The first is the rise of wine as an investment. Second and related to **this, consideration is given to consumers'** use of the secondary (auction) market for wine. It is important to remember, however, that external cues, which enable the consumer to make a more informed choice, are primarily used by high involvement drinkers only. Low-involvement consumers are likely to avoid information-seeking activity, and rely on more

established marketing devices – extrinsic cues such as brand, price, distributor recommendation or label – to inform their choice (Batt & Dean, 2000; Lockshin & Hall, 2003).

Wine is a social drink; its consumption overwhelmingly takes place with other people and it is generally used as a social lubricant. It has a close relationship to food; it may be seen as a foodstuff or as a social complement to food. Like food it may engender sensory pleasure. Equally, our use of wine generally and choice of specific bottles may say something about us, both to ourselves and to those around us. This social context gives wine a social impact.

2.4.1. WINE CULTURE IN FRANCE

Wine is at the heart of French customs and culinary traditions and can be studied as a social representation (Lo Monaco, 2008; Lo Monaco & Guimelli, 2008, 2011; Simmonet-Toussaint, Lecigne & Keller, 2005). In France, wine has a special place among alcohols consumed. According to the report submitted by ONIVINS (Office National de l'Interprofession des Vins, 2005), **wine consumption in France is decreasing. According to Garrier (2005), the French consume less but better quality wine⁴, and the “wine as food” has become “wine for pleasure”, synonymous with quality and moderate consumption.** Consumers determine the choice of wine by its grape variety, brand, by recommendations or personal experience, and frequently consume wine during meals. Wine consumption during meals is a recent development that can have a high social connotation in some cultures (Do, 2010). Culture influences how people think about wine; however culture is not the only factor involved in how to represent the wine.

Wine has traditionally featured as the central beverage in French drinking culture. The French population, from childhood to adulthood, has, one day or another, been initiated into the art of wine drinking, and drinking wine has traditionally been a means of integrating social groups into national culture. Through its folklore, songs, publications, festivals, landscapes and architecture, wine culture inscribed in the region has been represented as an essential element of French national identity.

2.4.2. WINE AND TOURISM

Two points must be recognized about the motivation of the wine tourist. The first is that it is an experience which is being sought (Mitchell et al., 2000). The experience is a complex interaction of natural setting, wine, food, cultural and historical inputs and above

⁴ Marion Demossier(2010)

all the people who service the visitor⁵. This can be developed to suggest that the fact that wine tourism acts in a public space is significant; it is a communal act, and thus reinforces the social motivations for wine consumption (Demossier, 2005). A visitor can identify with a specific lifestyle, which involves eating well, appreciating the beauty of nature and enhancing friendships in a convivial setting. It offers the modern urban consumer a sense of reconnecting with a culture that is alien to them – a culture with a sense of community and of good and healthy living. The second point that must be understood is that wine tourists are not a single, homogeneous group. It is likely that there are generational differences in expectations of the experience, and of the service offered (Fountain & Charters, 2004); there are certainly gender differences, perhaps focused on different approaches to the idea of shopping and browsing (Charters & O'Neill, 2000), and there are also cultural variations in the wine tourist's perspective (Charters & Ali-Knight, 2002).



Figure 3 : Wine as a social construct

Source: Google images

More recently wine-related magazines have become widely produced and influential. The first in the Anglophone world was Decanter, published in the UK, and still considered to be fairly authoritative. Le Revue des Vins de France, the Wine Spectator and others are also prominent. Although these may publish a range of journalistic pieces on

⁵ Wine and Society By Steve Charters

production issues, geography, food and tourism, it is primarily for their drinking recommendations that they are read, particularly comparative tastings which rank a number of wines of a similar type.



Figure 4 : Wine related magazines

Source: Google images

2.5. TEA, TOURISM AND SOCIAL CHANGE

It is evident that tea, as both a consumer product and an experience, is changed and adapted through both travel and tourism. The social changes within society with regard to tea are widespread and today are experienced as tourism. For example, the adoption and popularization of tea in 18th- and 19th-century Britain and the concurrent development of tea traditions represent the changes taking place in society⁶. Tea has become a barometer of social change, as seen in the case of many indigenous societies that have adapted tea as a beverage after contact with the outside world. For example, both the Inuit people of northern Canada and native tribes in Kenya have adopted the drinking of black tea as part of their cultures. In contemporary society the social and contextualized cultural performances of tea drinking in international travel and exchange are evident in the many different forms of tea provision and tea ceremony. This ranges, for example, from the Japanese tea ceremony to the British afternoon tea.

⁶edited by Lee Jolliffe: Tea and Tourism: Tourists, Traditions and Transformations



Tea Tour of India

*** SEP-OCT. 2017 ***



India is a land of great diversity but regardless of where in the country you find yourself, there is one unifying element - Tea. The world's 2nd largest producer of tea, journey with us to this fascinating part of the world, home to colorful customs, spectacular scenery, rich history and some the finest teas made. Guided by tea experts and authorities, you will experience the world of tea first hand, from cultivation to cup. Experience real Indian culture and tradition while you sip your way through history and across this vast country. In addition, travel to and

Figure 5 : Tea tour and trail packages

Source: <https://www.worldteatours.com/products/tea-tour-of-india>

2.5.1. THE INDIAN TEA CULTURE

Tea was made known to India by the British in the mid 19th century. Even then, tea was not well known among the Indian, because initially tea was produced only for the British or for marketing purpose. Tea became popular in India only since 20th century. After the discovery of the tea in Assam and its consequent development, it made for a positive drive for the manufacture and production of tea, to meet primarily, the demands of Europe and other countries.

Today, India is one of the largest producers and consumers of Tea. They succeeded to produce socially acceptable common beverage then consumed by most of the English people. All the owners of tea gardens were English and since the discovery of tea in Assam, the European entrepreneurs found a new and lucrative item for investment of their capital and had profited much in this business and this ultimately led tea as an item of commercial agriculture.

India did not possess the culture of drinking tea in the past, because tea was unknown to them. A considerable time elapsed with large money invested for popularizing tea in India; the tea companies became successful to fit tea as a social beverage. This brought about important changes in the socio-cultural life of the Indians. The introduction of tea had brought about metamorphosis in the social culture of India which had borne also the colonial legacy. Earlier, the tea culture appeared as a fashion of upper class of people following the life and style of English people in India. This upper

class people had been motivated by the western education and western culture but constituted only a very small section of the community.



Figure 6 : Advertising Tea in the early 20th century in India

Source: Imperial Product to a National Drink: The Culture of Tea Consumption in Modern India

The situation changed within a broad span of time and tea was welcomed by most of the Indians. In India tea is now inseparable from everyday life. Today it is unlikely for any formal meeting without tea. Every so often tea is served for several times if the formal meeting that continues for long time. The contribution of political parties, literature and movies is also notable for creating the tea culture in India. . Tea has become a part and parcel of the life of people irrespective of urban and rural. Today, tea is available everywhere in India. The tea culture had started its journey and experienced several difficulties on the way of progress in India. Tea was introduced only in the 19th century, but finally tea has turned to be the national beverage of India.

2.5.2. TEA & HOSPITALITY

Tea is closely linked with hospitality. When tea is offered as a sign of hospitality in both domestic and commercial contexts the meanings and the significance behind it are complex. Tea in some situations may be a symbol of the commoditized guest-host relationship. For commercial hospitality operations tea may represent potentially profitable product the beverage of tea, with its ability to reflect local cultures tastes may offer an opportunity for the hospitality industry to blend new specialty products and services, with positive results for investors.

The offering of a cup of tea is a universal sign of hospitality, in either a home or commercial hospitality setting (Walton, 2001). Practitioners recognize that tea offered in the lodging setting is an “experience” and that the current evolution of tea into a “trendy” product is not a surprise. For hospitality, tea consequently serves as both a symbol and a resource with considerable potential for the provision of commercial hospitality as the tea culture in china revolves around creating a comfortable and positive experience for guests. Tea has been a part of the history and economy.⁷



Figure 7 : Tea being a form of social construct

Source: Google images

Tourism related to tea encourages both consumption and the development of relationships with potential customers as not harming the Tea estates but provide double income. Tea is farmed in over 30 countries of the world including Bangladesh, China, India, Indonesia, Japan, Malaysia, Sri Lanka, Taiwan, Tanzania, Thailand, and Turkey although the India, China, and Sri Lanka. Tourism noticeably has the potential to enhance the brand image and marketing of tea-producing destinations as contemporary tourists seek out authentic and unique experiences related to the appreciation and consumption of the beverage.

⁷ Fernando, P. I. N.; Kumari, K. W. S. N.; Rajapaksha, R. M. P. D. K.(2016)



Figure 8 : Figures showing similarities within the landscape Tea plantation (on top) vineyards (bottom)

Source: Google images

2.5.3. REFLECTIONS

The above mentioned data and literature can both confirm on the fact wine and tea might be different commodities to the European and Indian market respectively, but are the same in terms of practise, social culture, and usage. Though these products are specific to two different sub continents, a parallel can be drawn between them. The forthcoming chapters focus on trying to prove this relationship between them.

3. WINE AND TOURISM

The following chapter comprises an introduction to the concepts of wine and tea tourism and an overview of the literature reviews.

3.1. INTRODUCTION TO WINE TOURISM

The practice of wine tourism refers to tourism whose purpose includes visiting vineyards, wineries, wine festivals and events, during which the tasting and consumption of wine and experiencing the attributes of the wine-growing region are the primary **motivations**. The sector is also referred to as 'enotourism', 'oenotourism' and 'vinitourism' and is regarded as a niche-market tourism activity that is included within several larger niche markets, notably agritourism, ecotourism, sustainable, culinary or gastronomy tourism.

Over recent years, wine tourism has become of increasing importance to the industry as it strives to diversify beyond wine production to add value and distinction to brands and compete profitably in a highly competitive market. At the United Nations **World Tourism Organization (UNWTO)'s 1st Global Conference on Wine Tourism** held in Georgia in September 2016, more than 200 participants gathered at the two-day event, including representatives from ministries of tourism, destination management organisations (DMOs), and other tourism experts from almost 50 countries.⁸

Establishing the fundamentals around wine tourism, the conference agreed, among other things, that:

- Wine tourism is a fundamental part of gastronomy tourism
- It can contribute to sustainable tourism through the tangible and intangible heritage of the destination
- Wine tourism can generate substantial economic and social benefits as well as playing an important role in terms of preservation of cultural and natural resources
- It facilitates the linking of destinations around the common goal of providing unique and innovative tourism products
- Wine tourism provides opportunities for emerging destinations to mature alongside established destinations by enhancing the economic and social impact of a local community
- it provides a new way to experience a destination's culture and lifestyle by responding to the market's evolving needs and expectations

⁸ Mintel wine tourism-March 2017

Examples of wine-tourism experiences may include one or more of the following wine-tourism activities:

- The establishment of wine routes and trails within a local region; examples of these can be found in the Cape wine lands of South Africa and the Californian wine-growing regions in the US; Europe is home to some of the oldest wine routes and Argentina has developed routes to attract an increasing international audience.
- Wine community partnerships where wine regions work in partnership with local hotels, restaurants, local attractions and tour operators.
- Special wine events and festivals, which are becoming increasingly numerous and hosted around the world.
- Experiential wine programmes for tourists, offering opportunities for hands-on experiences such as blending customised wine, or cooking and tasting courses.
- Unique partnerships, for example, twinning activities such as golf and wine, or spa and wine, offered at establishments including luxury hotels.

The definition of wine tourism from the point of view of marketing is based largely on the tourist motivation and experience. For example (Hall et al, 2000 cited in Getz and Brown, 2006) defines wine tourism as "all movements in the vineyards, the winery, the wine festivals where wine tasting and / or experience attributes wine region are the main reasons tourists ". Getz (2000) cited in (Getz and Brown, 2006) states that there are three possibilities for the definition of this concept such as "wine producers, travel agents and consumers." According to him wine tourism is a "form of consumer behaviour, a strategy by which destinations are developing and selling the image of wine-growing region and also a marketing opportunity for producers to sell products directly to the consumer" (Getz, 1998, cited in Charters and Ali-Knight, 2002). A few important elements in the definition of wine tourism from the marketing chain perspective: consumer with its motivations and experiences, the image of the wine-growing region image and strategy of the producers to sell directly to the consumer.

Novelli mentions that the development of wine tourism is due to the higher levels of education and knowledge of the **tourist's**, thus resulting in the association of various forms of tourism, such as gastronomy and wine. Wine tourism is being associated highly with marketing, which constructs an important strategy for the development of the industry of wine-production. Even in countries with a tradition in wine production, wine tourism is a strategy to narrow the relationship with the consumer⁹. It is more than just wine tasting, as it involves gathering information and sales of products. Wine tourism has been strongly related to features of tradition and prestige, In France. The region of

⁹ Novelli (2005)

Bordeaux¹⁰ is one such example in the country of France. It receives an average of 70,000 visitors a year in its castles, museums and structures connected to wine tourism. From the ancient castle architecture, to the contemporary wineries they meet the expectations of visitors who seek this region for tradition and quality. In Spain, although there are similarities with France, the emphasis is on innovation. The various regions of the country, especially the Ribera Del Duero and Rioja, there are strong examples of tradition and innovation, which brings a different and futuristic image to the industry. One of the most illustrative wineries is called Marqu es de Riscal. Designed by the architect Frank O. Gehry, it has a contemporary design and combines gastronomy and hotel services.¹¹

Getz defined the wine tourism from three perspectives: a strategy for development of visitor attractions, a form of consumer behaviour visiting favourite destinations, an opportunity for wineries to educate their clients and directly sell their wine. Wine tourism includes these main components:

- Visits of wine connoisseurs and buyers to specific vineyards for buying or scientific purposes – business tourism;
- Visits to vineyards in general, with the aim of understanding process of producing
- Wine and/or wine tasting. This is considered an advertising activity by self-financing
- performed by vineyards to encourage the sale on the spot and long-term customer
- loyalty;
- Wine Routes - scenic routes through areas of vineyards linking different plantations.

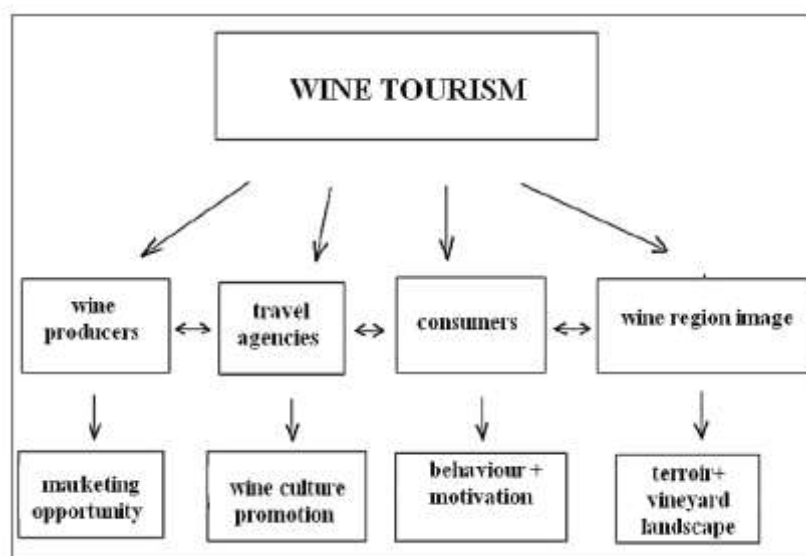


Figure 9 : wine tourism model - actors and networks

¹⁰ Jack Carlsen, Steve Charters, 2006

¹¹ OLGA OLARU - WINE TOURISM – AN OPPORTUNITY FOR THE DEVELOPMENT OF WINE INDUSTRY

Wine tourism can be presumed as an activity with several possibilities. It encourages, different values and replacements to the environment. Its powerful economic influence is also significant to create a strong image of a product and place. Wine tourism is an activity that includes several factors, and each of those contributes to enhance every involved aspect. The ability of connecting several tourist modalities gives space for new possibilities of this activity.

3.1.1. WINE ROUTE

Wine route concept relates to a defined space that is vital to its existence and reflects for wine producers who are part of this space, their identity consisting of unique features specific to their wines and their cultural heritage¹². Wine producers, whose vineyards are part of a wine route, in order to differentiate from competitors, emphasize characteristics that make them unique; these characteristics refer to the type of grape and wine they produce the soils and climate that give wine distinctive attributes, and cultural heritage.

Wine route is a tourist route that includes several vineyards and wineries in an area¹³. This route may include: natural attractions such as mountains, sea, landscapes and more, industrial objectives such as wineries of the vineyards, roads and signs to help tourists reach the winery. Most wine routes take the form of a wine region that is most often officially delimited by an appellation of controlled origin or an area with geographical indication (GI), such as for example Rioja (Spain), Napa Valley (California), and Champagne (France). In short, the wine route is a route to the main tourist attractions of wine: wine and winery. Other authors define the route of wine as: *"...usually a wine route consists of a designated itinerary (or several) through the wine region which is thematically signposted as well as being interpreted via a free leaflet and map, which notes the different vineyards and winemakers and provides information on sites of historical and other interest..."* (Hall et al., 2000).

Tourism and wine industry are based on a branding of the area. Identity geographic or regional origin of the wine was formalized through denomination of controlled origin. In Romania, there are wines with designation of controlled origin and wines with geographical indication. Each wine route tries to highlight a set of regional features, which gives a brand identity and a distinctive note or something that makes it unique. This combination of natural, cultural and social features is perceived by tourists as being distinctive. Tourists make the difference of scenery, cultural framework when visiting vineyards that are included on a wine route in a region.

¹² OLGA OLARU - WINE TOURISM – AN OPPORTUNITY FOR THE DEVELOPMENT OF WINE INDUSTRY

¹³ V.Petrenko, O. Kokhan – wine tourism

Wine route concept is the possibility of introducing the notions of exploration and discovery¹⁴. Wine route involves a journey that can bring a range of new unexpected experiences. Wine route allows tourists to explore the many natural and cultural features of the landscape. In the current global context, it is important to understand that the basis for a brand, a successful winery image is the promotion of wine region or of the country where the wine originates; this will contribute to further development of the wine industry. Wine is one of those goods that build its brand on its geographical origin (Merret & Whitwell, 1994). Wine regions where wine tourism is practiced and where there is a wine route established are the framework where the government, private companies and associations, the tourism industry, wineries and local governments can successfully collaborate. Their synergy contributes to cultural, regional and economic development by creating jobs (Europäische Weinstrassen, 1999).



Figure 10 : The above two figures represent the wine routes in France

Source: Google images/author

¹⁴ OLGA OLARU - WINE TOURISM – AN OPPORTUNITY FOR THE DEVELOPMENT OF WINE INDUSTRY

3.1.2. WINE TOURISM AND VINEYARD LANDSCAPE

The vineyard landscape is an important aspect of the wine tourism offer. Depiction of the vineyards remained concentrated only on long plant symbol. At the end of the 19th century, it developed a sensitive landscape in Europe, i.e. a global insight of the vineyard area with all its constituents. The vineyard landscape is noticed in various ways: work, communication, values, information, **from wine producer's part**; visual, artistic venues from the **tourist's part**.

The vineyard landscape is also a cultural landscape that acts in response to the definition provided by the World Heritage Convention: "a work by man and nature. May be either a garden or a park (aesthetic dimension) or a landscape relict (whose process of evolution has stopped) or live landscape marked by its history, or by an associative cultural landscape, a landscape that is associated with an element, a fact religious, cultural or artistic.". UNESCO, has decided the creation in 1992 of a new category of classified and protected places, such as "Cultural Landscapes" with "Vineyard Landscapes". Thus, many European vineyards like the Loire Valley are included in this category.



Figure 11 : A representation of the heritage and cultural wine route in Europe

Source: Google images

By the multiple aspects involved in wine tourism, rural landscapes have great potential, as long as they are preserved. Moreover, the enhancement of natural and cultural features of the area, along with agents, can ensure the maintenance of wine production practices and the landscape quality. It is important to align the interests of different producers, consumers and general public, facing the risk of jeopardizing the **region's potential** because of the waste of cultural and natural resources.

However, the growth of wine tourism during the last years comes along with deep modifications that put the **validity of this region's cultural landscape at risk, by the level of**

commitment to preserve that identity. The rapid urban growth and the changes caused by the development of wine tourism need to be carefully dimensioned for the purpose of maintaining the best practices and also the landscape and culture of this place.¹⁵

3.1.3. WHY VISIT A WINERY?

The main reasons for visiting a vineyard, a winery, a wine region can be diverse, including: visiting wine factories (wineries), participation in festivals devoted to wine and traditional food, shows, sightseeing and other attractions, recreation, visiting relatives and friends. Ancillary activities, promotional activities and facilities offered to tourists have a big role in the conquest of new segments of tourists. Table 2 shows some support activities that wineries are practicing to attract many tourists.

Tourist and visitor facilities available at winery/wine estate		
Wine tasting	Wine/other festivals	Fireplace
Cellar-door sales	Historic building/Museum	4x4 Race track
Winery organized tours	Educational tours	Petrol/filling station
Meet the winemaker	Cooking classes	Amphitheatre
Wheelchair facilities	Vineyard walking	Animal feeding and/or watching
Social function facilities	Craft/Gallery/Souvenir shop	Hiking/biker trails
Picnic facilities	Restaurant—arrangement only	Horse/pony rides
Conference facilities	Overnight accommodation	Swimming
Restaurant—all week	Children's playground facilities	Golf
Cellar lunches	Restaurant—all weekend	Beauty classes
Barbeque facilities	Fruit picking by visitors	Spa
Visitor centre	Fresh produce sold	Spectacular views

Source: adapted from Bruwer (2002) p. 429

Table 2 : Ancillary visitor facilities at wineries

Table 2 shows specific visitor motivations related to visiting the winery and table 3 shows a list of ancillary activities that are used as promotional events to increase the sales of wines to the consumer and customers.

¹⁵ Douglimar Meireles de Oliveira¹ and Antonio Ferreira Colchete Filho²(2016)

Specific visitor motivations to visit wine route estate	
Wine purchasing	Meeting the winemaker
Wine tasting/sampling	Socializing with family/friends
Country setting/vineyards	Festivals or events
Winery tour	Eating at winery (restaurant/cafe)
Learning about wine and winemaking	Entertainment

Source: adapted from Bruwer (2002), p. 430

Table 3 : Motivations related wineries in specific

Promotional activities used by wineries to increase/maintain cellar-door sales				
Wine tastings	Newsletters	Wine club	Jazz festival	
Wine festivals	Internet (E-Commerce)	membership	radio	Valentine's Day
Wine shows	Newspapers adverts	Regional adverts	Television adverts	Hot air balloons / airplane banners
Wine magazine adverts	Special offers/discounts	Agents advertise		Airways
Direct mail order list	Other magazine adverts	Sport promotions		Wine route promotional activities
Hotels and Wine sales		Word-of-mouth only		Synergy deals

Table 4 : List of promotional activities

3.2. WINE TOURISM – EUROPEAN MARKET

In Europe, wine tourism has experienced growth in the form of wine roads¹⁶. In country of wine "wine tourism product" is part of global supply associating visiting a winery and its cellars with the entire region, by means of tourist transport, during visits private or as groups (Lignon-Darmaillac, 2008). Wine tourism is an integrated European activity. These associations aim at economic development of wine tourism. The aim is to join forces to deal with the competition of the new world. In 1987, in Italy, and then in 1994 in Spain and then in 1997 in France wine touristic towns were joined to form a network in their country. They are called "citta del vino" in Italy, ACEVIN (Association of Spanish wines) in Spain and RAVIVIN (associative network of wine cities) in France. The benefits are numerous: Europe has a significant history in comparison with countries in the new world; the vineyard is a very important heritage, European wines are very popular; wine contributes to social ties, is the symbol of the Christian religion.

¹⁶ Mihaela MĂNILĂ- Journal of tourism [Issue 13]

Like North America, Europe cannot offer a mass tourism, but only niche tourism, based on original wines. It must show the way of life of the wine producers. European wine tourism rests more on a rural tourism whereas the Italian tourism rests on the development of cultural tourism, (Hubert, 2010)). Thus the aim is to discover local culture to shape tourism of quality. The same associations, France, Italy, Spain, Germany, have chosen different paths. Thus, in Spain and Italy wine tourism is shifting to wine culture in and in France tourism depends on the cultural dimension of the wine.

France, Italy, Spain and Portugal are the Mediterranean countries with the largest tradition and history connected to wine and vineyards. In these countries wine tourism found it difficult to establish its importance and presence. Poitras and Getz (2006) studied **the of wine tourism in the community and region. The authors state that 'sustainable wine tourism' de-pends on social, environmental and economic sustainability and specifically, on the 'identification and management of unique issues pertaining to the resources used (i.e. the land and water, labour, (...) specific forms of wine tourism development and the specific impacts caused by wine-related tourism'. Some of the main issues identified were the activity's seasonality, competition, environmental impacts and the participation of all stakeholders and community involvement in the development of the region.**

Within this scenario, France, Spain, Italy and Portugal are the countries that stand out not only in their productions, but also in the incorporation of wine tourism¹⁷. Wine tourism grows in each of these countries under different perspectives and influences, which in some cases gain strength with incentive programs and financing. Closely linked to the cultural heritage and history, these countries associate all these attractions with wine and gastronomy. In France, wine tourism has been strongly related to features of tradition and prestige. The region of Bordeaux is an example of this reality in the country, receiving an average of 70,000 visitors a year in its chateaux, museums and structures connected to sector¹⁸. From the ancient chateaux architecture, wineries are part of the imaginary and the expectations of visitors who seek this region for tradition and quality.

3.3. WINE TOURISM – FRANCE – THE CASE OF LOIRE VALLEY

3.3.1. INTRODUCTION

The Loire Valley is located in the North West of France in Europe. The area is well known for its wines but also for the wealth of castles from the Renaissance period. The Loire Valley is the third biggest wine region in France and is included partially in the UNESCO World Heritage List. The Loire Valley, the largest UNESCO World Heritage site in France is the third tourist and wine region – with designations - and has the longest road of vineyards (800 kilometres).

¹⁷ Douglimar Meireles de Oliveira¹ and Antonio Ferreira Colchete Filho²(2016)

¹⁸ Jack Carlsen, Steve charters, 2006



Vineyards fit into landscapes that they sometimes model. The wines and their perceptions are often linked to the image of a country, a landscape and are at the origin of a cultural wealth. The Loire Valley wine, a true mosaic of terroirs, is particularly adapted to this problem. Val de Loire researchers have long developed an in-depth knowledge of this concept and the results of their work have gained international renown.

Key facts about wine tourism in the Loire Valley:

Source <http://www.loirevalleywine.com/>

- 800 km of wine route
- 6 millions of travellers coming for wine tourism in the area
- 60% are French, and 40% are international travellers
- 1000 vineyards sale wines on site - 350 are wine tourism vineyards (they offer tours and tasting, and you can buy individual bottle)
- travellers out 3 are spending between 40 and 160 euros per vineyard visit
- 20% of the vineyards offer accommodations on site

Pioneer of wine tourism, the vineyard of the Loire Valley is the first region in number of territories labelled Vineyards and Discoveries. It has 8 out of 36 of those. It also has 350 tourist wine cellars labelled by a quality charter created by InterLoire in partnership with tourism institutions and their regions.

Figure 12 : An illustration showing the wines of Loire valley

Source: <https://www.vinsvalde Loire.fr/en/node/13075>

3.3.2. THE WINE REGIONS

It is also recognised as France's leading wine tourism region thanks to the quality of its hospitality services - an achievement it shares with Alsace – making it a prime tourist destination. With a wine route of over 800 km it gives visitors the opportunity to discover or re-visit a wealth of different landscapes and heritage sites.

- Saumur
- Angers
- Chinon
- Tours
- Nantes
- Brittany
- Poitou-Charentes
- Normandy
- Fougères
- Rennes
- La Rochelle
- Île-de-France
- Aquitaine
- Champagne
- Burgundy

Four Estates of Loire Valley wines expand over the entire vineyard (Tours, Saumur, Angers and Nantes). They include tasting areas and sales along with full and varied entertainment program. 50 appellations, denominations and IGP making red, white, rosé and sparkling wines come under the InterLoire umbrella. All are distributed within the 43,000 ha area between Blois and Nantes. The Loire vineyards are planted in a mosaic of terroirs growing 24 varietals and comprising a wealth of different soils and climates.

Figure 13: An illustration showing the wines of Loire

Source: <https://www.vinsvaldeloire.fr/en/node/13075>



These are the unique raw materials with which the 3,000 local residents, winemakers, negotiators and cooperative cellars making up the Loire Valley wine industry work their magic. Every year, 270 million bottles of wine produced in this area are sold in 140 countries – a rate of 9 bottles per second.

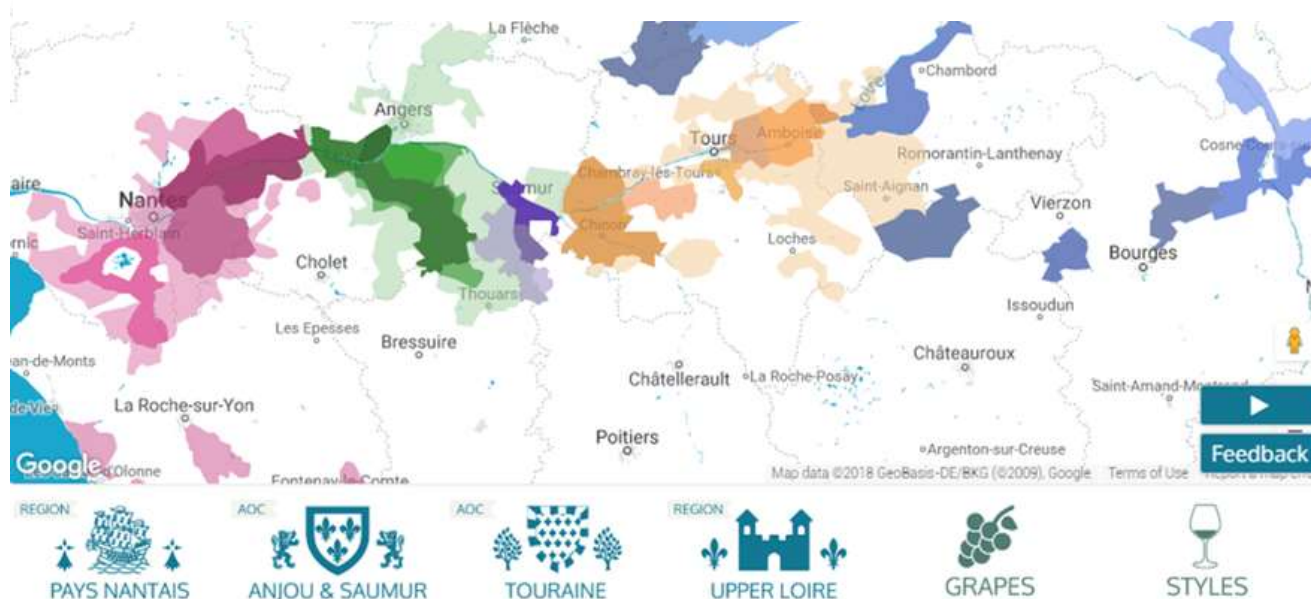
3.3.3. THE LOIRE VALLEY WINE ROUTE

The Loire Valley Wine Route is the way to discover and enjoy, in all its diversity, the great vineyards listed as UNESCO World Heritage (from Chalonnes-sur-Loire to Sully-sur-Loire). 800 KM pounding over the Loire and its remarkable scenery. The Loire Valley Wine Route is a good way to get to know this great winegrowing region in all its diversity. The Loire Valley from Chalonnes-sur-Loire to Sully-sur-Loire has recently been listed as a UNESCO world heritage site. From Nantes to Sancerre, passing Anjou, Touraine, Cheverny and Pouilly on the Loire, France's longest wine route follows the river. ([tps://www.vinsvaldeloire.fr/en/travel-loire-valley-wine-route](https://www.vinsvaldeloire.fr/en/travel-loire-valley-wine-route))

The colour of the river, the light reflecting the white tufa stone dwellings, and the fresh green of the scenery all contribute to the Loire's contrasting landscape that reflects the great diversity of its wines: sparkling, red, rosé, dry white or naturally sweet. The Loire Valley cultivates the 'art de vivre' focusing on a worldwide renowned wine-growing terroir which earns the title of the first French winegrowing area for its quality in welcoming visitors.

Figure 14: An illustration showing the Loire wine route with all its varieties

Source : <https://www.visitfrenchwine.com/en/vineyard/visit-the-loire-valley-vineyards-wine-tourism>



Behind each famous name hides a famous Loire castle: Chenonceaux, Chambord, Brissac, Saumur, and Chinon. Among the 1,000 wineries offering wine for sale in the area, 350 are labelled as "Tourist Cellars" that insure easy access, the possibility of a free tasting, and the sales of individual bottles.



Figure 15 : The various wines available in the Loire region

Source: <https://www.vinsvaldeloire.fr/en/node/13075>

There are numerous itineraries arranged by third party tour operators based around Nantes, Angers, Saumur and Tours designed to help explore this area with its rich history (including the Châteaux on the Loire) and fascinating terroir. Using various modes of transport for travel through the vineyards by car, by bike or on foot, or prefer to sail down the river in a *toue* (a traditional boat), there is so much to see in France's 3rd largest appellation vineyard area.

3.3.4. STAKEHOLDERS

The wine route of Loire has been developed over the years with the help of several professional government and non-governmental bodies. These bodies have several responsibilities relating to the policies for the wine growers to follow, the wine routes and prices and regulations that should be followed. These professional bodies also include heritage conservation departments as the culture and heritage of Loire play an important part of the tourism experience.

PROFESSIONAL BODIES

- Wine Federation of Anjou
- INAO (National Institute of Appellations of Origin)
- INRA Angers-Nantes (National Institute of Agronomic Research)
- INRA Tours
- IFV (French Institute of Vine and Wine)
- FranceAgriMer
- Union of Oenologists of France
- Chamber of Agriculture of Maine-et-Loire
- Regional Agriculture Chamber of the Central Region
- Wine & Society
- Farmers' House 37
- Loire Valley World Heritage

WINEMAKING FEDERATIONS AND INTERPROFESSIONAL BODIES

- Interprofessional Office of the Center wines
- Winemakers cellar of Panzoult
- Wines of Saint-Nicolas-de-Bourgueil
- Wines of Vouvray
- Wines of touraine-chanonceaux
- Saumur-Champigny, shared moments
- Wines IGP Val de Loire
-

The Interprofessional Network of Loire Valley Wines includes the territories of Nantes, Anjou, Saumur and Touraine and includes 50 names and denominations spread over 41,000 hectares. InterLoire is at the heart of the 3rd region of Appellation Wines of France with the mission of defending and promoting the wines of the Loire Valley. Eight territories labelled "Vineyards and Discoveries", provide a guarantee of multiple and complementary wine tourism offers.

3.4. POSTULATIONS

The above chapter dealt with a brief introduction to the literature review. It gave us an understanding of the wine region and the concept of wine tourism in the European territory and the Loire in specific. With these postulates framing my hypothesis the forthcoming chapters will deal with the complete analysis of the Loire valley through maps and questionnaires and surveys conducted to strengthen the hypotheses. The next chapter deals with Tea and the its concepts and practices which will be followed by research analysis and methodologies conducted for proving the hypotheses.

4. TEA AND TOURISM

The following chapter comprises an introduction to the culture, importance and significance of Tea in the Indian sub-continent, TamilNadu in particular, alongside a study of the concept of tea tourism in Ceylon.

4.1. THE CONCEPT OF TEA TOURISM

The concept of Tea Tourism is contemporary and has been researched and talked about since the earlier 21st century. It is a ideal tourism concept associated with tea gardens, the process of tea plucking, tea producing, cultural festivals of the tea tribes and staying at the tea bungalows.. It is a unique tour connected to nature. Tea tourism is already popular in countries like China, SriLanka and Kenya. Tea Tourism has emerged as a very recent niche in the world tourism scenario. Tea tourism in India, like in China, Sri Lanka, Kenya, Malaysia and Taiwan, is catching fast on popularity. Recently increasing number of tourists are rushing to the lush green tea estates of Darjeeling, the Nilgiris and Assam. Tea estates in India have started accommodating guests in their bungalows flagging off tea tourism. It is now catching up in India. Darjeeling is where the **world's** most fabled tea is born. There are various tea gardens well maintained and managed by various companies. Tea tourism has become very popular in the tourism for North East India¹⁹. Tea estates as well as the government are planning to develop additional facilities inside the tea garden to attract tourists which can help in generating additional revenue. The state governments of West Bengal and Assam are working towards creating the necessary infrastructure for tea tourism. They are organizing to create **tourism infrastructure at almost all destinations, including rural and remote areas. The term 'tea tourism' will broadly include the overall experience of tourists in the midst of a tea garden or estate, staying in a heritage bungalow, at a home-stay feeling in a tea-village or in a modern resort. Trekking in the natural beauty of a lush tea garden, undertaking a tea-testing session, visiting a modern tea factory and even trying one's hand at plucking tea leaves are all within the idea of tea tourism. Tea tourism is such a wonderful and recreational concept that can satisfy the taste of tourists' interest. It provides tourists the opportunity to avail all information and experience related to tea. Tourists can spend time amidst natural beauty of tea gardens, enjoy nature walk, trekking, rafting and even playing golf also. Tourists stay at luxurious tea bungalows, ensconced in the best of comfort. They can enjoy interacting with tea workers, partake in tea leafs plucking and participate in cultural festivals.**

¹⁹ anjiv Kumar Sharma, Dr Suvamay Bhowmick (2016)

“Tranquillitea Gourmet Tea Tasting Experience

*We invite you to take a sensory journey through the myriad colours, flavours and aromas of some of the **world’s** finest teas through our one of a kind gourmet tea tasting experience. Savour our gourmet Nilgiri teas, appreciate the nuances of tasting and experience what makes Nilgiri teas amongst the finest in the world. Our tea tasting experience is designed to give you an insight into how fine teas are made followed with a tasting of some of our exquisite Nilgiri teas.*

Our gourmet tea tasting experiences are by reservation only. To make a reservation and to know more about the experience”

Source: www.tranquillitea.in

The above mentioned is a description of the Tea tourism experience provided by one of the tour operators in Nilgiris on the website and social media. Though the concept of Tea tourism is known in India, its prevalence can mostly be seen only in the north eastern region like ‘Darjeeling and Assam’. The promotion of Darjeeling Tea and Assam tea is more popular than that of southern India. But the developments of these concepts even in the north east are happening in a very slow pace. The offers and services provided are still evolving as studies have been going on to understand the tourist requirements subsequently. The following are the list of certain services and facilities provided within the country for the promotion of Tea tourism.

Activities

- Walk through the Tea plantation
- Enjoy the way you see tea beings plucked by the staff
- One can visit the home of Tea planters and pluckers
- Observe the tea processing in the factory
- Take a guided tour to nearby places
- Take a guided trek through the Estate
- Visit the nearest sunrise and sunset points
- Enjoy reading in library if it has one
- Interact with the staff and officials of Tea Estate
- Tea Training Groups are organized (7 - 20 Days Program)
- Low and high altitude treks with local guides
- Indoor Games with some gardens
- Local area Sightseeing



Figure 16 : Tea plucking activity in tea estates

Source: Google images

Tea tourism is wonderful and recreational experience that can satisfy the tourist's interest. Tea tourism provides opportunity to avail all information and experience related to tea and has emerged as a very recent niche in the world tourism scenario. Development of tea tourism sustaining the environment and preserving the heritage and culture, will benefit the region by creating employment opportunities and boosting rural economy and thereby alleviate the insurgency and other socio-economic problems. Tea estates as well as the government are planning to develop additional facilities inside the tea garden to attract tourists which can help in generating additional revenue.

4.2. TEA IN INDIA

In tropical countries, mountain areas are often privileged land for agricultural development due to specific climatic conditions which do not, in fact, not binding characteristics for vegetation that may have those of temperate mountains. This same mountain specificity is an asset that allows the practice of inappropriate crops much more hot and humid climate of the surrounding plains and therefore as to offer relatively few products on the lowland markets.

The tea industry of India is geographically divided into two regions - North India and South India. Three states of South India, viz, Tamilnadu, Kerala and Karnataka produce a good quantity of Indian tea. The geographic location, climatic condition, rainfall etc of these three states are quite different from North India. Therefore, all data and information relating to tea industry of South India and North India are shown separately by the Tea Board of India. Production of tea in South India is mainly concentrated in the hilly areas. In South India, tea was first planted by British on an experimental basis in the year 1834 at Ketti, near Ooty in Tamilnadu. Commercial Production of tea by establishing large tea estate at Nilgiris was started in 1853. Gradually tea plantation spread to some other parts of Tamilnadu and the neighbouring states of Kerala and Karnataka. Now, in South India tea is grown by large tea companies, partnership firms and Small tea growers. Tamilnadu produces around 64% of South Indian tea. Tea plantations are mainly concentrated in the district of Nilgiris. Other tea producing districts are Kanyakumari, Tirunelveli, Madurai and Coimbatore. Kerala produces around 33% of South Indian tea. Tea producing districts of Kerala are Wynaad, Idukki, Kottayam, Emakulam, Quilon, Trivandrum, Trichur, Malapuram and Palghat. Karnataka also produces a small quantity of tea in three districts, viz, Chikmagalur, Coorg and Hassan.

Tamil Nadu is an important producer of tea. Nilgiris District of Tamil Nadu has the reputation of being one of the finest tea growing tracts in the World. In 1968, the Government of Tamil Nadu started implementing the Government Tea Project in the Nilgiris.²⁰

²⁰ SIVANESAN, R.(2013)

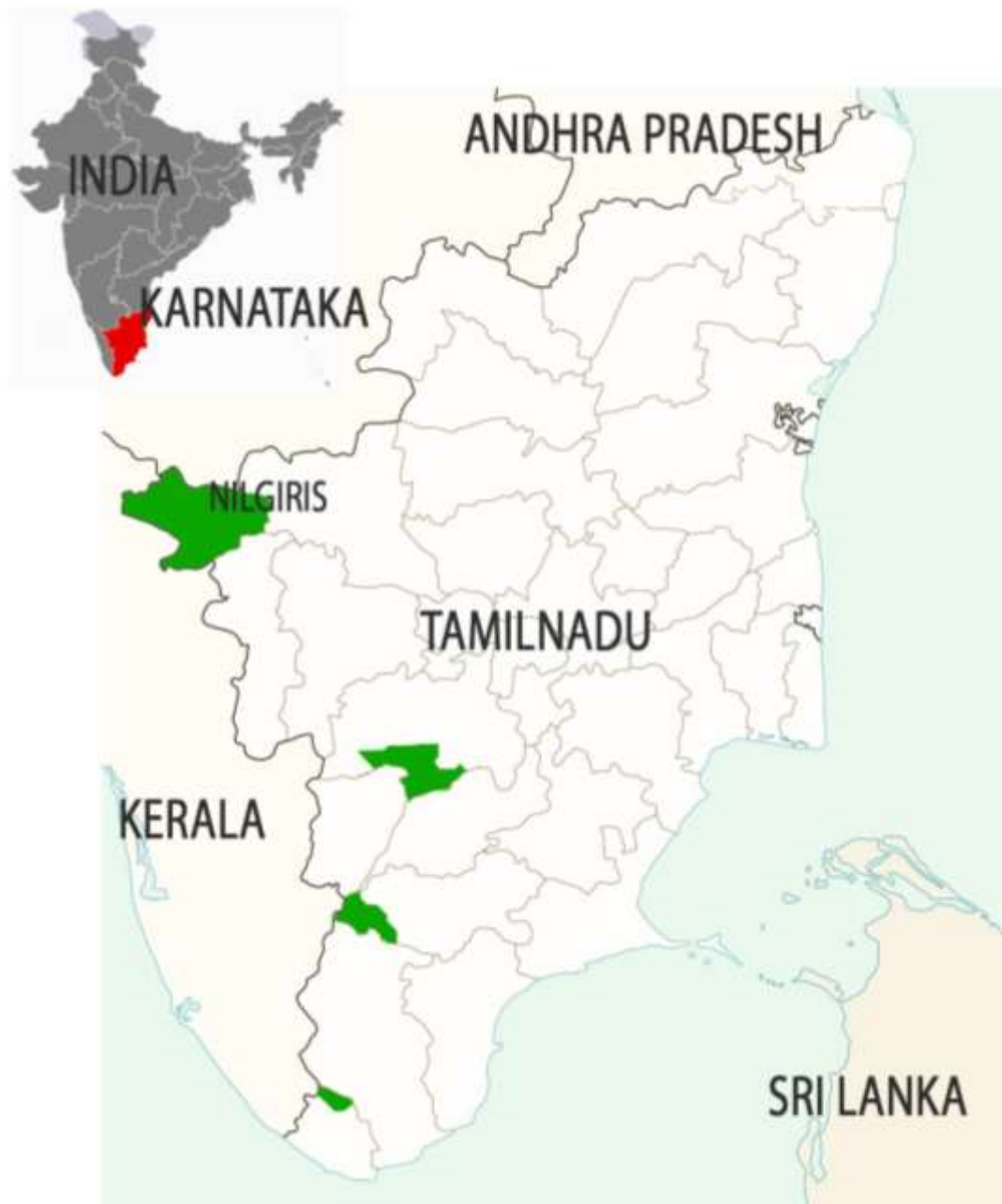


Figure 17 : Map showing the tea growing districts in Tamil Nadu

Source: Author

The Nilgiri Mountains in South India are a good example of an agricultural region specializing in crops of vegetables and tea plantations offering not only jobs but also agricultural production to high value. However agricultural activities in the Nilgiris have also been experiencing difficulties. After a period of expansion of tea cultivation, falling tea prices in 1999 caused a "crisis" **prompted** many local reactions. Although the agricultural landscape Nilgiri changed little during this "crisis", the term is used because the falling price of tea has been the cause of a degradation of living conditions of small farmers and agricultural workers which today still use the term to describe this period of difficulties.

4.3. TEA INDUSTRY IN TAMIL NADU

Tea cultivation on a small scale was initiated in the Nilgiris of South India in 1930s. The farmers of this region grew vegetables including potato prior to tea. Due to disease and pest attack, fluctuation in the market price and high cost of cultivation, the farmers abandoned growing vegetables and started cultivating tea. The scheme called 'Crop Diversification' was introduced by the 'United Planters Association of Southern India' (UPASI) which encouraged the vegetable growers to start tea cultivation. From Nilgiris, small tea cultivation spread to other places of Tamilnadu, Kerala and Karnataka. Small tea cultivation in South India provided the following opportunities:-

- (i) Direct and indirect employment opportunities for more people at the rate of around 5 workers per hectare.
- (ii) Employment for woman who specialize in hand plucking operation.
- (iii) Many small growers have taken tea cultivation as family business.

The tea development in South India has brought economic revolution among the small growers. Their living standard has been considerably improved. In the year 1997 small tea growers of South India received the highest production and price as well. But from 1999 the price started to fall and in the year 2000 tea price hit the rock- bottom.

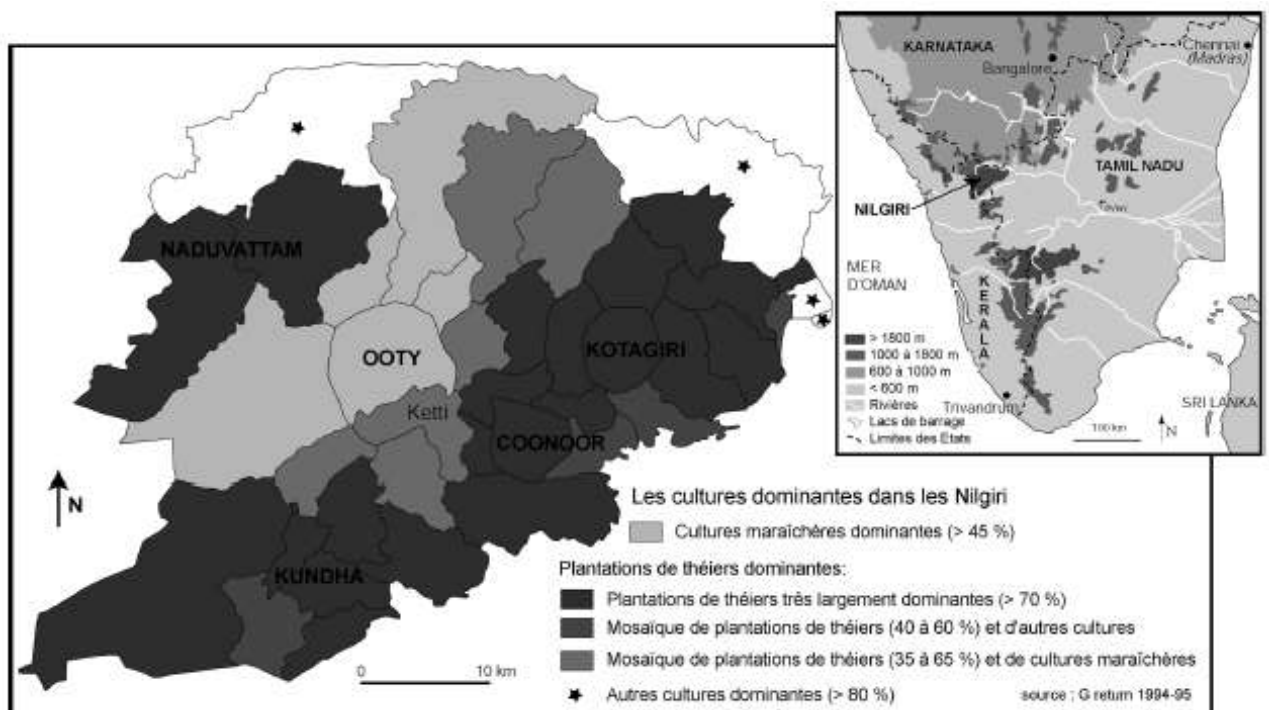


Figure 18 : A map of the Nilgiris district producing Tea

Source: agricultural dynamics in the Nilgiri mountains (India): between economic crisis and promoting the environment

4.4. AGRICULTURAL DYNAMICS IN THE NILGIRI MOUNTAINS (INDIA):

Between economic crisis and environmental development

The Nilgiri Mountains highlands, located On the Western Ghats in at 1800 m elevation, benefit from a much fresher and rainier climate than the surrounding areas. The agrarian landscape is characterised by productions specific to Southern India, this has ranks of agricultural products differ from those of the plains. Vegetables and fruits known as "European" (like potatoes, carrots, beets, cabbages and cauliflowers, plums and pears, for example), and recently some flowers, are cultivated only in thesis mountains and occupy the space not planted in tea. Nilgiris farmers took advantage of this climatic pattern. In the 1990's, the Nilgiri Mountains were still regarded as a flourishing agricultural area: At that time, the value of the agricultural output per hectare was three times higher than in Tamil Nadu State (Where the Nilgiri district is located) and six times higher than in India. Public authorities regarded tea plantations as an agricultural system more respectful of the environment than truck farming, and supported it fast and its spatial expansion.

The area of the tea plant, which experienced periods of growth and periods of stagnation, has spread to both agricultural land and more land (forest and grassland). In 1897, just over 40 years after the first tea plantations in the Nilgiri, there were only 1 200, 1 600 ha of the crop in the district (about 0.6% of the total area). The increase in land planted in those years followed a recovery in consumption of the British market after World War II. Then plantation changed slowly in the 1930s due to the slowdown in consumption linked to the global crisis. According to this curve, the recovery of the expansion of tea plantations only dates back as the mid-1960. Data indicates a large increase in areas planted with tea plants between 1985 and 2000. During these fifteen years, the tea bushes planted acreage has doubled throughout the high country and the majority of new plantations were created in the taluk Ooty. This period of massive expansion of the domain of the tea plant is partly explained by a government desire to encourage this culture but also by a favourable economic environment. During the last period (2000-05), the area continues to increase but less pronounced.

Between 1961 and 1992, 28,710 hectares of tea trees were planted: 75% of new plantations were established on lands that were not cultured (forests and grasslands), 13% on land previously cultivated potatoes, and 12% of land cultivated with cereals or planted coffee trees. The current population of Nilgiri consists of nearly 80% of people from a recent immigration (two or three generations). Certainly, these people came looking for work not only in agriculture but also on construction sites of roads and hydroelectric dams. However, many workers came to work on construction sites remained in the area as a farm labourer or appropriated a plot of land owned by the state. Today, 62% of assets are agricultural labourers who work in large tea plantations or for small growers and gardeners. This economic activity flourished for decades, has recently experienced some difficulties.

4.4.1. CRISIS OF THE NILGIRI TEA:

During the last period of the tea market recession in 1999-2000, the price of tea plants leaves dropped from Rs.18 to Rs.5 / kg in the Nilgiri. The falling price of tea has led to a deterioration of living conditions of small farmers and agricultural workers who demonstrated for a minimum price guaranteed by the government.

Despite the "crisis" of 1999, the trends observed in previous years are confirmed and the tea bushes planted acreage continues to increase. In areas of Coonoor and Kotagiri where tradition is ancient, the growth of tea bushes planted acreage was accompanied by a decrease in that of vegetables. Tea remains very much the dominant agricultural production. According to the reports from the Tea Board of India, tea cultivation area in Tamilnadu has been increasing every year. In 1998 the tea cultivation area was 63543 hectares; it increased to 69103 hectares in 1999. In 2000 the tea cultivation area was 74398 hectares, and it again increased to 75625 hectares in 2001 and to 80462 hectares in 2007²¹. The growth of tea cultivation area was remarkably increasing every year. The tables below show the production of tea in million kgs through the years.

Organisation	2002		2003		2004	
	Nos	Production	Nos	Production	Nos	Production
Private Factories	157	65.31	178	73.81	181	78.52
Co-operative Factories	16	11.19	15	14.06	15	14.12
Total	173	76.5	193	87.87	196	92.64

Table 5 : Production of Tea in Nilgiris (in million kgs)

Source: Tea Digest- 2004, Published by Tea Board of India in March, 2006.

State Name	Area (Th.Hect)	Production (M.Kgs)
Tamil Nadu	69.62	143.67
Kerala	36.18	58.61
Karnataka	2.22	5.10
Total South India	100.82	207.38

Table 6: Status of Tea Industry in South India (2016-2017)

Source: http://www.teaboard.gov.in/pdf/Annual_Report

The "crisis" of the 1999 tea therefore has not resulted in a major transformation of the agricultural landscape remains dominated by the tea plant. However, the decline in the annual growth rate of the planted area in tea plants foreshadows the beginning of a

²¹ SIVANESAN, R.(2013)

change in the current dynamic, trend confirmed by the deterioration of living conditions of small farmers and plantation workers.

4.4.2. PROBLEMS OF SMALL TEA GROWERS IN NILGIRIS:

The current situation makes it difficult for small growers who had not saved or invested in other productions, as well as plantation workers. This part of the population, which depends mainly on the cultivation of tea trees and saw their living conditions deteriorate, began developing strategies to offset losses and adopt a negative discourse on development of tea cultivation.

The quality up-gradation project consists of a number of programmes which are as follows:

- 1) Quality Awareness campaigns at different villages.
- 2) Quality up-gradation experiment cum demonstration at factories in different regions run by bought leaf and Industrial Co-operative sector.
- 3) Seminars on field and factory aspects for the growers, factory personnel and traders.

The schedules for the above programmes are:

- (i) Village Awareness Campaigns
- (ii) Factory Demonstration
- (iii) Seminars and
- (iv) Publicity.

Publicity under this project plays a very important role. The following modes of publicity have been chosen to reach the public:

1. Wall posters / Stickers
2. Banners
3. Bit Notices
4. Advertisements
5. Video Films (documentary)
6. Cable Network
7. Permanent Sign Board & leaflet

The measures taken to solve the issues of the small growers consider the importance of publicity but the possibility for tourism has not been considered. The concept of tea tourism is prevalent in few parts of India and few areas of north India promoting the Darjeeling Tea. The objective of this paper is to identify a potential for tea tourism in Nilgiris and propose a suitable working model. The literature review of tea tourism plan in Ceylon Sri Lanka can help guide and provide ideas and solutions for Nilgiris.

4.5. TEA TOURISM – REVIEW OF LITERATURE

THE CASE OF SRILANKA – CEYLON TEA

The case of tea tourism development in Ceylon, Sri Lanka is taken as the literature study because of the following reasons:

- proximity to the state of Tamil Nadu
- the culture of tea and conditions of plantations are similar
- The climatic conditions are comparable
- The issues faced by tea plantation estates are similar to those faced by the estates of Tamilnadu

Tea tourism was defined as „tourism that is motivated by an interest in the history, traditions and consumption of the beverage, tea” (Jolliffe, 2007). Sri Lanka has rich resources for supplying the tea related tourism experiences²²; nature walks in tea gardens, character accommodation in former tea factories and tea planter bungalows, tea tasting and retail in **cafe's** overlooking tea gardens and tours of producing factories (Cochrane, 2008). Although the tea plantation sector is a significant part of the socio-economic environment of Sri Lanka, less attention has been given to developing tourism in this sector. Developing sustainable tourism in tea plantations would help develop market retention and stability of tea, which has gradually fallen in the face of competition and the industry recognizes more investments on value addition rather exporting in bulk (Athukorala, 2008).

Tea tourism can provide more benefits to the local community where the tourism income would divide as identify what are the potentials, tourists' attitudes and destination capabilities and community impact by tea tourism. There is lack of

²² P. I. N. Fernando, R. M. P. D. K. Rajapaksha and K. W. S. N. Kumari (2016)

consideration on community impact by tea tourism and how to give a positive impact on the community and similarly there is no literature on impact of tea tourism on community.

The following are the categories which are studies upon for the proposal of a tea tourism model:

- Accessibility
- Amenities
- Available packages ;
- Activities;
- Ancillary services; .

Dimensions	Indicators
Attitudes on spending	Expected amount of spending for
	- Accommodation
	- Food and beverages
	- Transportation
	- Tours for Tea Tourism activities
	- Other pleasure activities
Expectations on service providers	Service providers are capable of providing enough information
	Usage of international languages other than English
	Service providers are capable of providing guidance

Table 7 : Tourist attitudes and expected services

Source: Kelaniya Journal of Management, Vol. 5 No. 2, July-December 2016

The table below represents the dimensions and indicators for a potential tourist. Destination choice of the tourists has been of great interest to tourism scholars and vital factors affecting destination choice process of a tourist has been examined. Generally, these factors are grouped into two categories called “push” and “pull” factors, as push factors indicate psychological factors; values, motives and personality as well as social factors; age, education, marital status²³. Pull factors are destination related dimensions; these can contribute formation perceived attraction among tourists; distance, type of area, infrastructure, size of area, type of vegetation and activities in the destination. Also, it is accepted that pull factors (attributes) could be grouped as intangible and tangible

²³ P. I. N. Fernando, R. M. P. D. K. Rajapaksha and K. W. S. N. Kumari(2016)

attributes. From the point of destination attributes, Nicolau and Mas (2004) summarized 17 data sets and conducted to determine factors influencing destination choice of the tourist.

Dimensions	Indicators
Awareness	<p>Awareness about Ceylon Tea</p> <p>Awareness about Tea Tourism destination in Sri Lanka</p> <p>Awareness about Tea Tourism Activities in Sri Lanka</p>
Accessibility	<p>Availability of proper transportation system</p> <p>Availability of vehicle parking facilities</p>
Attractions	<p>Peaceful atmosphere</p> <p>Manmade attraction</p> <p>Special events offered by destination</p> <p>Leisure activities of destination</p>
Ancillary Services	<p>Availability of Telecommunication</p> <p>Availability of safety and security</p> <p>Availability of Sanitary facilities</p> <p>Instructions and guidance</p> <p>Availability of Health care</p> <p>Availability of Bank services</p>
Amenities	<p>Availability of food and beverage outlets</p> <p>Availability of Accommodation</p> <p>Availability of retail shops</p>

Table 8 : Factors determining destination choice of a tourist

Source: Kelaniya Journal of Management, Vol. 5 No. 2, July-December 2016



4.5.1. FINAL CONSIDERATIONS AND PROPOSALS

After an analysis of the above mentioned factors the following are proposed for Sri Lanka to become a tea tourism destination with special reference to Nuwara Eliya and Badulla districts. Tourists have good awareness about

Ceylon tea tourism activities moderately. When considering about attractions, tea tourism destinations have peaceful atmosphere and more manmade attractions but less events and leisure activities. Presently one destination (Tea factory hotel, Kandapola) offer vast amount of tea tourism activities and others offer tea factory visit and tea tasting. Ancillary services; telecommunication, sanitary, healthcare and bank services should develop more than current situation.

Figure 19 : Tea producing districts of SriLanka

Therefore, following policy recommendations to the sector development as to achieve socio-economic development:

1. Developing a proper information base;
 - Proper information base for tea tourism destinations, directions and activities/experiences for the tourists.
2. More leisure activities in tea tourism destinations;
 - Offer more tea tourism activities as plucking tea leaves, visiting tea plantation and knowledge sharing with tea plucking people, offering tea powder which is made by tea leaves plucked by tourists themselves and tea tasting.
3. International marketing plan to popularize tea tourism destinations and packages;
 - Ceylon Tea brand name could be a marketing tool to attract European market.
 - Eco- friendly and sustainable tourism practices could be more marketable.
 - Social media marketing tools to attract more tourists.
4. Image building of Sri Lanka;
 - Image building of Sri Lanka as a peaceful tourism destination where a tourists could enjoy a comprehensive leisure experiences
 - Nature based niche tourism sectors promote compared to traditional mass-tourism
 - Tourism experience packages offered to tourists rather catering traditional Sun and Sea tourism market

5. Suggestions and Policy Implications

- Proper information base regarding tea tourist arrival and Tea tourism destinations with a strategic promotional plan to promote tea tourism destinations in Sri Lanka in all over the world.
- Massive promotional campaign implementation through Sri Lankan ambassadors in foreign countries, government officials initially within the Asian and European countries as those countries.
- Social media marketing , E-word of mouth, blogs and printed media as **promotional techniques to popularize brand “Ceylon Tea”**
- proper garbage discharge/waste management system as tea tourism focused on sustainable tourism practice
- Special events and more leisure activities in tea tourism destinations such as opportunity for plucking tea leaves, visiting tea plantation and knowledge sharing with tea plucking people, offering tea powder which is made by tea leaves plucked by tourists themselves and tea tasting etc.
- Government should motivate people to engage in tourism business and facilitate capital on credit basis as tax reductions, loans and infrastructure development.
- Home stay units with collaborators.²⁴

The idea from the literature review was to understand the reasons and factors that determined the proposals for the development of tourism within Sri Lanka and the branding of Ceylon tea. The lessons learnt are the following:

- Catering to the tourists needs and dimensions and their attitude
- Provision of proper facilities and ancillary services to make the experience wholesome.
- Utilisation of social media and present day technologies to promote the facilities and activities.
- Involvement of the community with the stake holders to positive results and development of both parties.
- Have a complete understanding of heritage, landscape and its interconnectedness as is essential to a tourism model of such nature.

²⁴ P. I. N. Fernando, R. M. P. D. K. Rajapaksha and K. W. S. N. Kumari(2016)

5. FINDINGS AND ANALYSIS

The following chapter contains of the methodologies used and all the findings and analysis are presented.

5.1. METHODOLOGY

In order to meet the objectives set out for the present study, quantitative methods and techniques were utilized. There are two portions to this study. The first section relates to the study of the Loire valley through maps. The second part relates to the collecting data through interviews and questionnaires from both visitors and owners of the wineries. Empirical data were obtained with the use of structured questionnaires while the respondent's answers are analysed and calculated as charts to justify the hypothesis.

The modes to collect the necessary information were as follows:

- Direct interviews
- Through third party operators
- Social media
- Websites and webpages
- Mapping of wine trails, vineyards and facilities

Following Charter and Ali-Knight's (2002) recommendation, the fieldwork period of two months was chosen to achieve the sample. The distribution of questionnaires was mainly carried out mostly using social media, and weekends since they are the busiest days for most wineries. Wineries were selected according to a wide range of criteria: size; age; geographic location; level of regional tourism development; and visitation traffic volumes, using information from tour operators, third party websites and web pages.

5.1.1. MAPPING OF THE LOIRE VALLEY

The mapping of the Loire valley is done is different aspects such as location of vineyards, restaurants, amenities, heritage sights and buildings, important villages, parks and recreation, green spaces, pedestrian access and cycling paths, public transport. The mapping is done across the stretch of the Loire river valley in a macro scale and on a micro level amenities and other facilities are mapped out to better define the relationship between the different players of tourism landscapes.

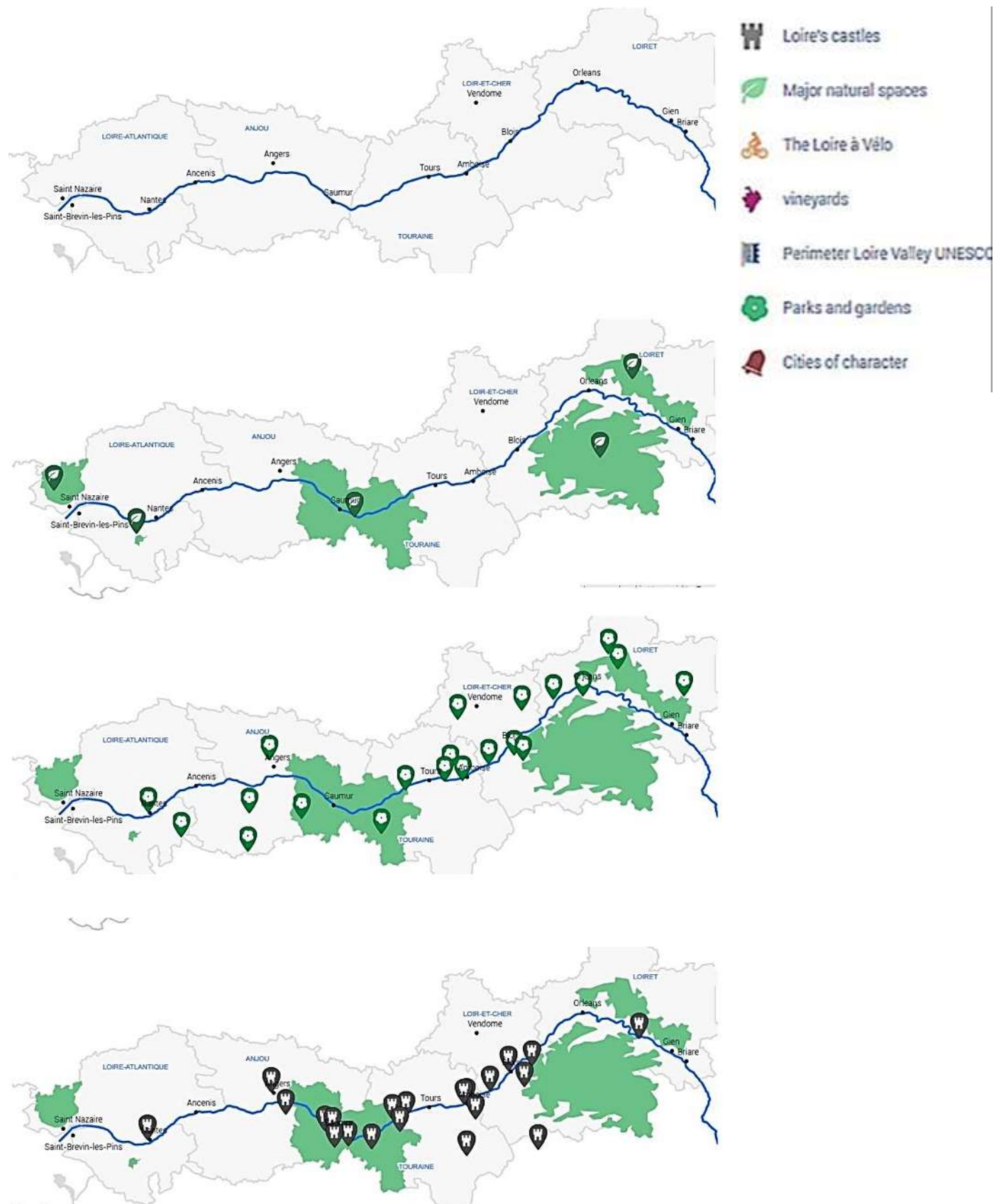


Figure 20: Mapping of the Loire Valley; Source: Author

The maps represent the following (from top to down) 1.The perimeter of the loire valley 2.Major natural spaces 3.Parks and gardens 4.Castles and heritage buildings

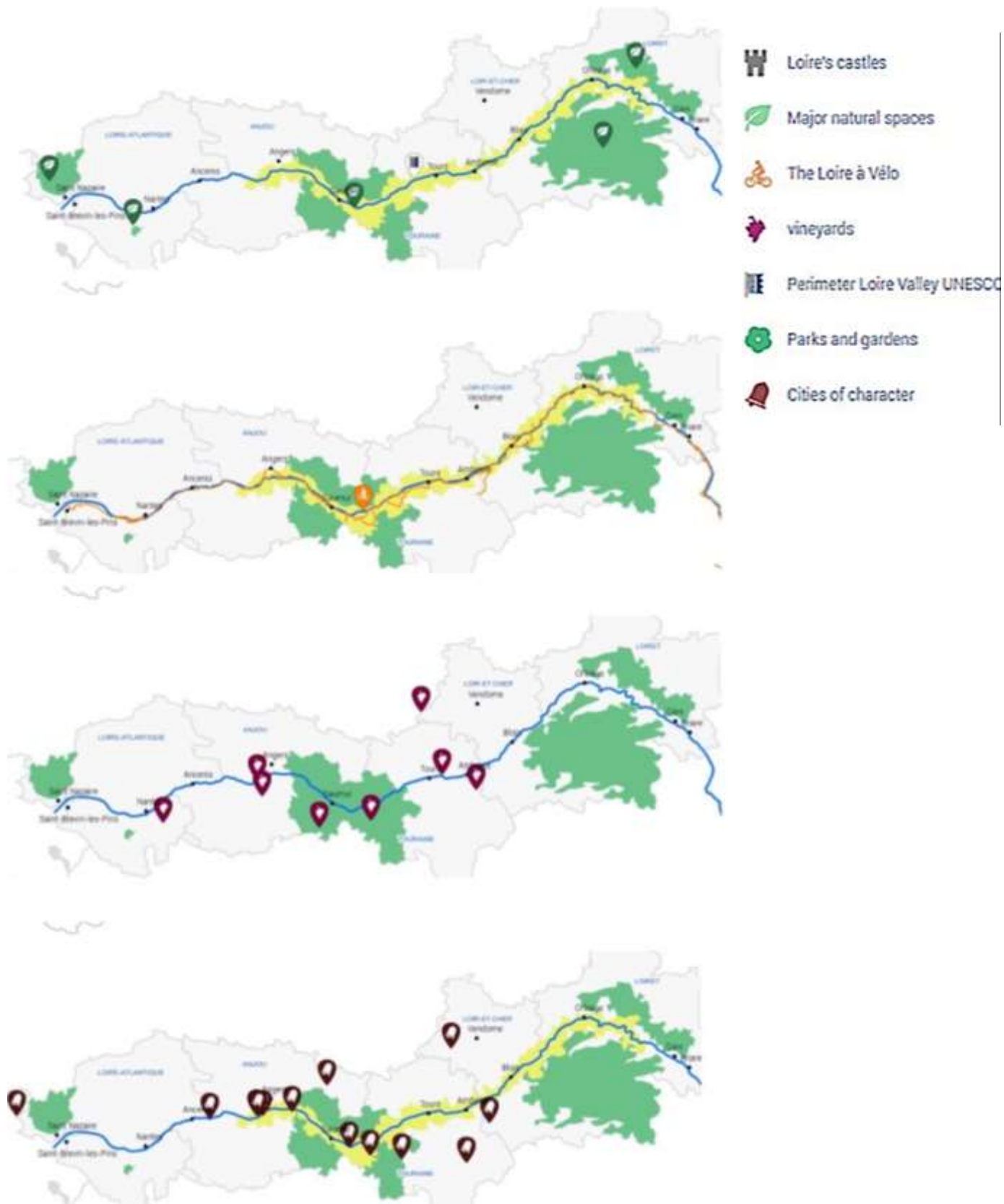


Figure 21 : Mapping of the Loire Valley; Source: Author

The maps represent the following (from top to down) 1.The UNESCO perimeter of Loire valley 2.The cycle path along Loire 3.Vineyards 4.Historical and important cities



Figure 22 : Map showing all the aspects overlaid; Source: Author

The purpose of the above mapping was to understand the relationship between the various aspects that take to make a tourism model and the interrelationship between those aspects. The following conclusions can be made through the above exercise:

- There is a strong relationship between the location of wineries that promote wine tourism and heritage buildings. It can be seen that most wineries are in close proximity to the castles of the Loire river.
- The density of wineries is more in regions where other ancillary amenities such as parks and green spaces, castles are located.
- The cities where such wineries are located also play an important role as these wineries are popular in cities with more character and heritage.
- The other main attraction to this valley is that the entire stretch is made bicycle friendly which is more suitable for tourists of the present age who wish to experience rather than just visit.

A similar approach of mapping is done in a micro scale to understand the relationship in a much multi-layered and well-defined sense. The aspects dealt with in this scale are the availability and positions of restaurants, transportation, and other ancillary facilities and amenities. The mapping is done for each of the wine regions such as Chinon, Chenonceau, Nantes etc along the Loire river valley.

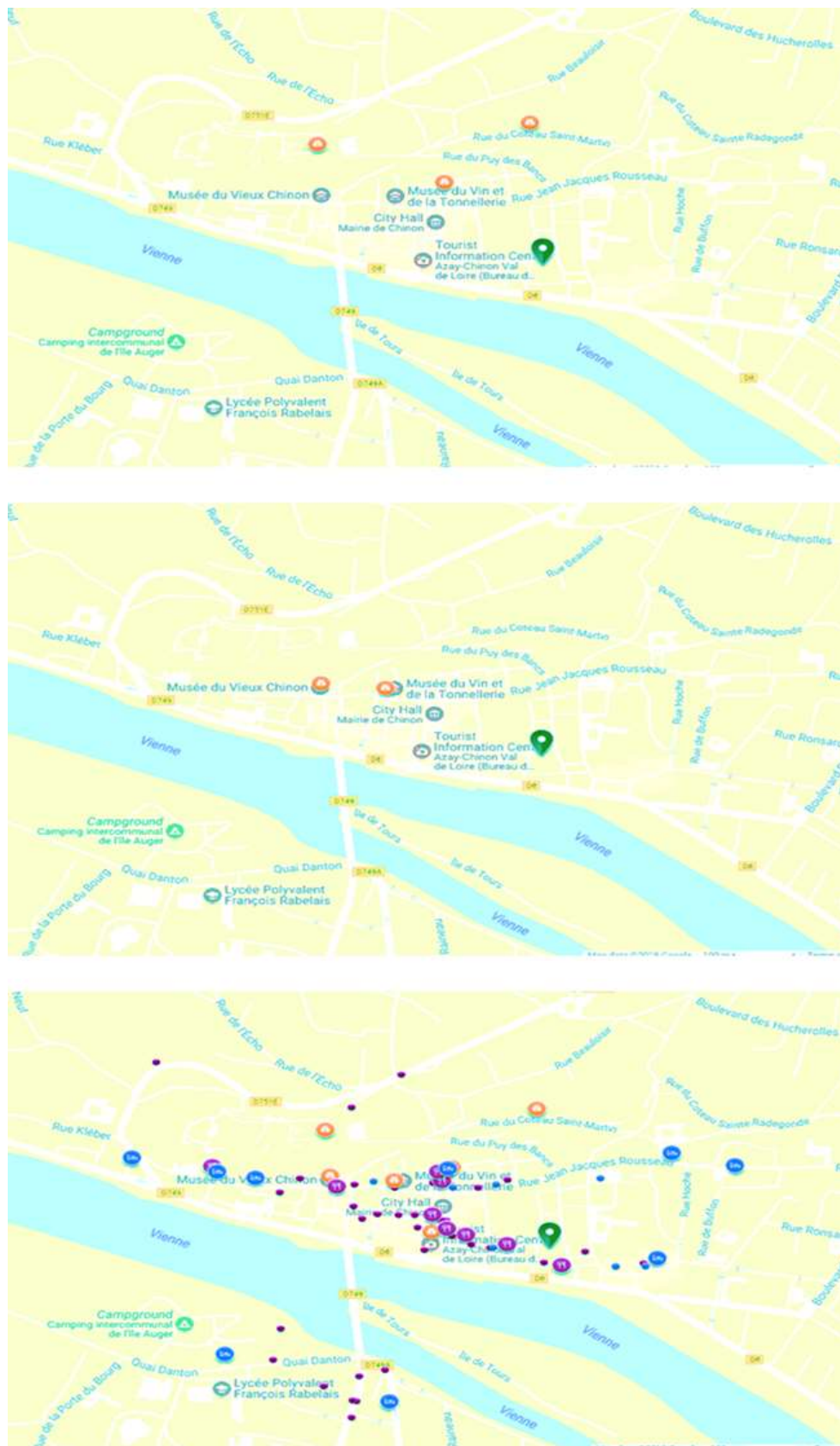


Figure 23 : Map of Chinon; Source: Author

Mapping showing (from top to down): sights and landmarks, museums, restaurants and hotel.

Similarly maps, like the above are done for other regions. The relation are studied and analysed. The findings and results are presented along with the other literature statistics that has been gathered.

According to a survey from July 15 to August 19, 2013 amongst 1116 visitors:

Source : <https://www.vinsvaldeloire.fr/en>

- 55% of visitors are between 25 and 49 years old
- The French make up 2 out of 3 guests
- Foreign visitors are from the United Kingdom (38%), Belgium (14%), the Netherlands (9%), United States (7%), Germany (6%), Canada (4%), Austria (3%), other (19%)
- 44% of visitors come as couples and 30% in family
- 2 out of 3 visitors spends between €40 and €160 during their visit in a cellar
- 4.50/5 is the average score given by the visitors on the activities offered on the vineyard

The following is the list of the critical success factors identified by the authors (Getz & Brown (2006, 153):

1. The wine region is close to home.
2. The region is popular with wine tourists.
3. **The region's wines** are famous.
4. There are a large number of wineries to visit.
5. Group tours of the wineries are offered.
6. I am familiar with one or more of the wineries.
7. I can get an introduction to meet a winemaker.
8. Information about the region is easy to obtain.
9. Friends have visited the region.
10. Packaged holidays are offered to the region.
11. Wine trails in the region are well sign posted.
12. Moderately priced accommodation.
13. Attractive scenery.
14. A pleasant all year climate.
15. A wide range of opportunities for outdoor recreation.
16. Traditional wine villages.
17. Unique accommodation with regional character.
18. Fine dining and gourmet restaurants.
19. Local art and craft for sale.
20. A wide range of activities for children.
21. Excellent sports facilities.

- 22. Wine festivals.
- 23. Speciality shops or markets selling local farm produce.
- 24. There is a lot to see and do in the region.
- 25. Winery staff is knowledgeable about wine.
- 26. The wineries are visitor friendly.
- 27. Cooking classes.

A SWOT analysis is done with all the information gathered and categorised for the wine trail of the Loire Valley region to give a comprehensive understanding of the entire positive and negative aspects of the trail. The above table clearly shows that wine tourism in this region lacks from marketing strategies are where the present tourism model are lacking at.

Strengths	Opportunities
S1. Image of the area	O1. Growth of wine and food tourism
S2. Natural resources, culture and biodiversity	O2. Financial support and Policies
S3. Easy access	O3. Advance of tourism-based networks
S4. Establishment of a partnership	O4. cultural/naturalistic tourism
S5. Entrepreneurial spirit	
Weaknesses	Threats
W1. Poor communication with the tourism agents	T1. Competition with other regional destinations
W2. Deficiency in services for the visitors	T2. Seasonality of tourist flows
W3. Poor coordination and weak marketing action	T3. Bureaucratic and tax pressure

Table 9 : SWOT analysis of the Loire valley Vineyards

Source: Author

5.2. QUESTIONNAIRE

The survey instrument consisted of questions regarding visitors' socio-economic and trip-related characteristics; aspects of the cellar-door visit; wine tourist behavioural traits; and motivations for engaging in wine tourism. The questions were adapted from the list of critical success factors from the literature review. The mode of collection for answers was done through social media and use of online platforms

5.3. RESULTS

5.4. PROFILE AND MOTIVATIONS OF WINE TOURISTS

Table 10 presents the socio-economic characteristics of the sampled population. In terms of their place of residence, almost 65% of the visitors to THE wineries were from France, with the majority of them (64.5%) having travelled less than 100 km to visit the wine region.

Respondents' profile (N=127).

	Number	Percentage %
Gender	Males: 69	Males: 54.3
	Females: 58	Females: 45.6
Age	18–25: 11	8.4
	26–35: 38	27.8
	36–45: 38	32.0
	46–55: 17	24.2
	56–65: 16	12.3
	65+: 7	5.2
Marital status	Married: 69	54.3
Employment status	Employed: 57	44.4
	Self-employed: 40	31.4
	Retired: 9	7.1
	Unemployed: 4	3.4
	Other (student, home economics, etc.): 17	9.9

Education (highest level completed)	High School: 19	15.0
	College: 14	10.8
	Technological Educational Institute/University: 54	42.2
	Post-Graduate (MSc/PhD): 40	31.4
Personal income	Under 750 Euros per month: 21	16.8
	750–1000: 16	12.6
	1001–1500: 34	26.8
	1501–2000: 18	14.2
	2001–2500: 16	12.3
	2501–3500: 9	7.1
	3500+: 13	10.2
Place of residence	France: 83	65.5
	Other parts of Europe: 40	31.5
	Other: 4	3
Distance travelled to visit the winery (each way)	Less than 30 km: 32	25.5
	31–100 km: 50	39.2
	101–200 km: 14	11.3
	201–300 km: 3	2.4
	301–500 km: 6	5
	More than 500 km: 21	16.6

Table 10 : Table showing the respondents' profile

As shown in Table 11, the motivating factors for wine tourists are tabulated by percentage through a 5 point marking system which the sample population use to rate the activities from most to least important. The table tries to identify which is the primary motivating factor and ranking them in order, such as 'wine tasting', landscape and rural setting, or through prior knowledge or experience.

The questions are grouped under 5 categories to make the analysis easily understandable.

Tourist activities	Importance of each of the following factors in your decision to participate in wine tourism activities (rate between 1 to 5 – from least to most important)				
	1: Of no importance (%)	2	3	4	5: Very important (%)
ATTRACTIONS – MAINLY WINE					
To taste the winery's products	2.9	7.3	16.8	36.7	36.2
To increase my knowledge on wine and viticulture	5.5	10.8	26.5	30.7	26.5
To learn about the winemaking process	6.6	9.4	28.6	29.7	25.7
To learn how to appreciate wine	7.3	15.5	27.3	30.2	19.7
To meet the winemaker	25.2	15.0	15.2	20.2	23.4
To taste rare/fine wines	12.3	18.9	22.0	21.3	25.5
To purchase wines	12.6	14.4	27.8	28.1	28.1
LANDSCAPE AND SETTING					
To escape routine	7.6	7.6	17.3	32.3	35.2
To enjoy the rural landscape and scenery	4.2	9.4	19.7	33.9	32.8
To relax	7.9	9.4	18.1	33.3	31.2
To have a tour through the vineyards	11.0	19.4	28.6	23.1	17.8
ACCESSIBILITY					
The wine region is easily accessed	11.0	12.6	19.9	29.1	27.3
There are many wineries in the region	22.0	24.7	19.9	17.1	16.3
AWARENESS					
Positive recommendations by acquaintances	12.1	12.6	16.0	31.0	28.3
Prior product knowledge or familiarity	9.4	11.5	21.8	27.0	30.2
Prior positive experience	22.0	13.6	14.4	27.3	22.6
Positive reviews in media	34.9	21.5	15.5	17.6	10.5
To socialize	22.6	12.9	16.0	20.7	27.8

ANCILLARY/AMENITIES					
To participate in a new and different activity	7.9	26.5	24.4	23.1	18.1
To dine at the local restaurants	28.3	23.4	23.1	15.2	10.0
To stay in local hotels/guesthouses	31.8	31.2	20.2	9.4	7.3

Table 11 : Motivating factors for wine tourists.

The tabulation is converted to charts for easier and graphical understanding of the motivational factors for tourism behaviour.

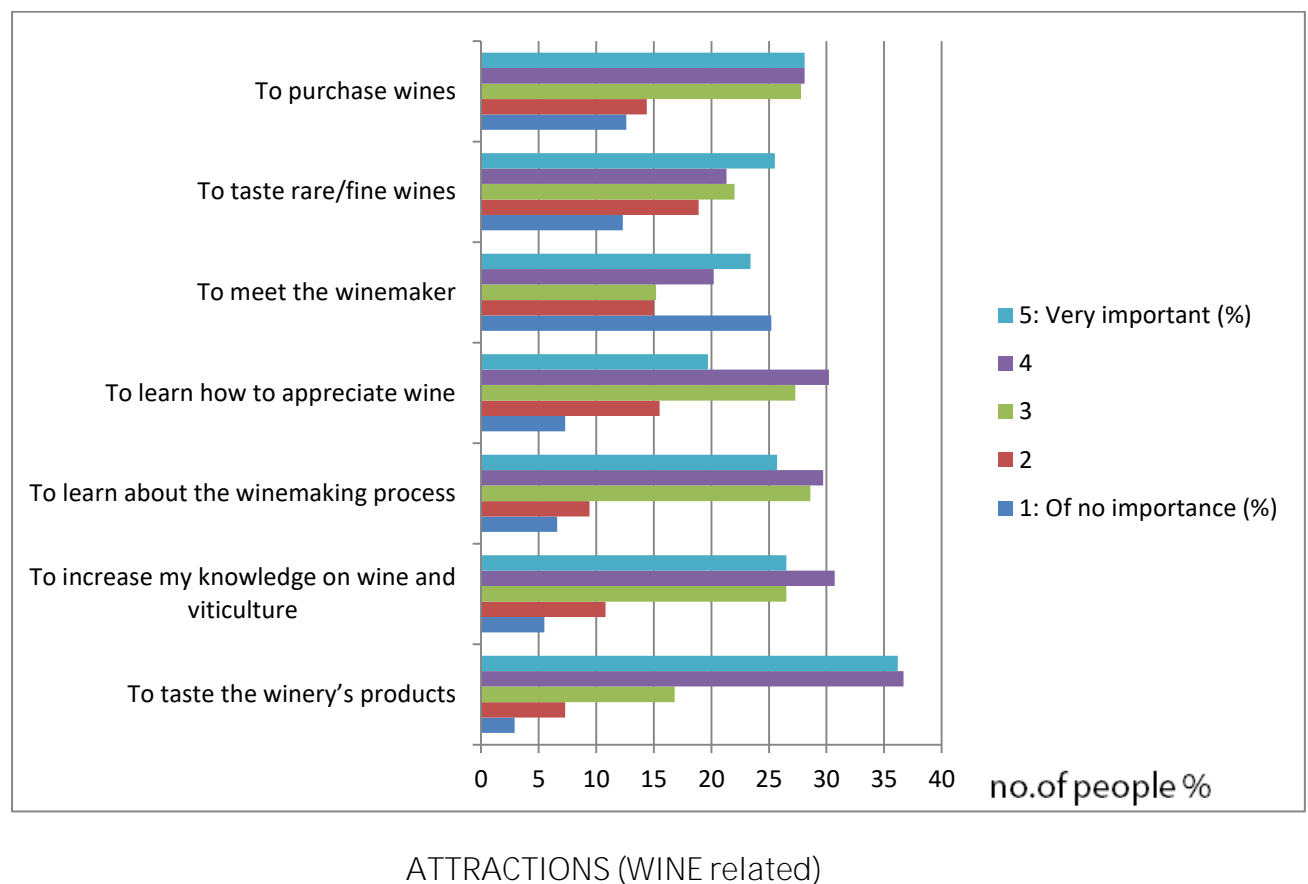


Figure 24 : Tourist motivating factor % for wine related to attractions

Source: Author

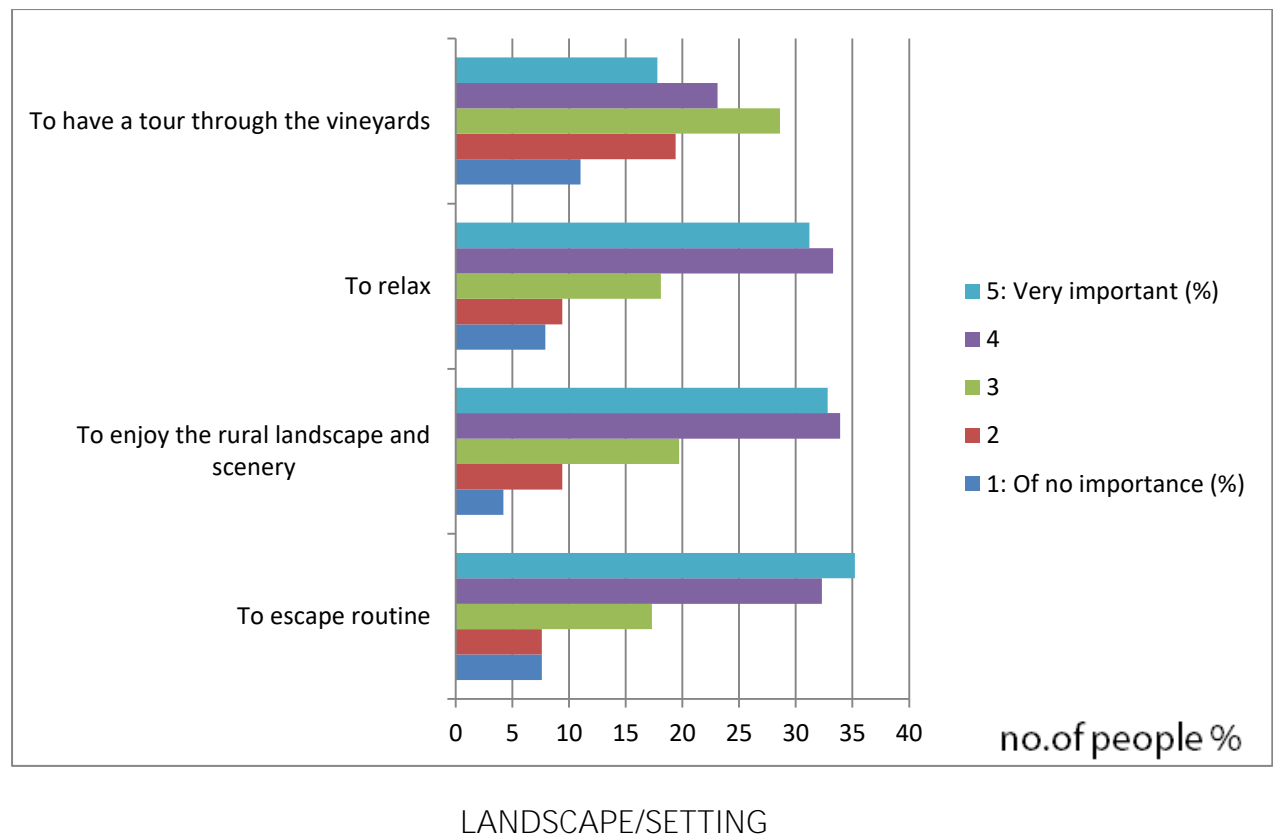


Figure 25 : Tourist motivating factor % for wine related to Landscape and rural setting

Source: Author

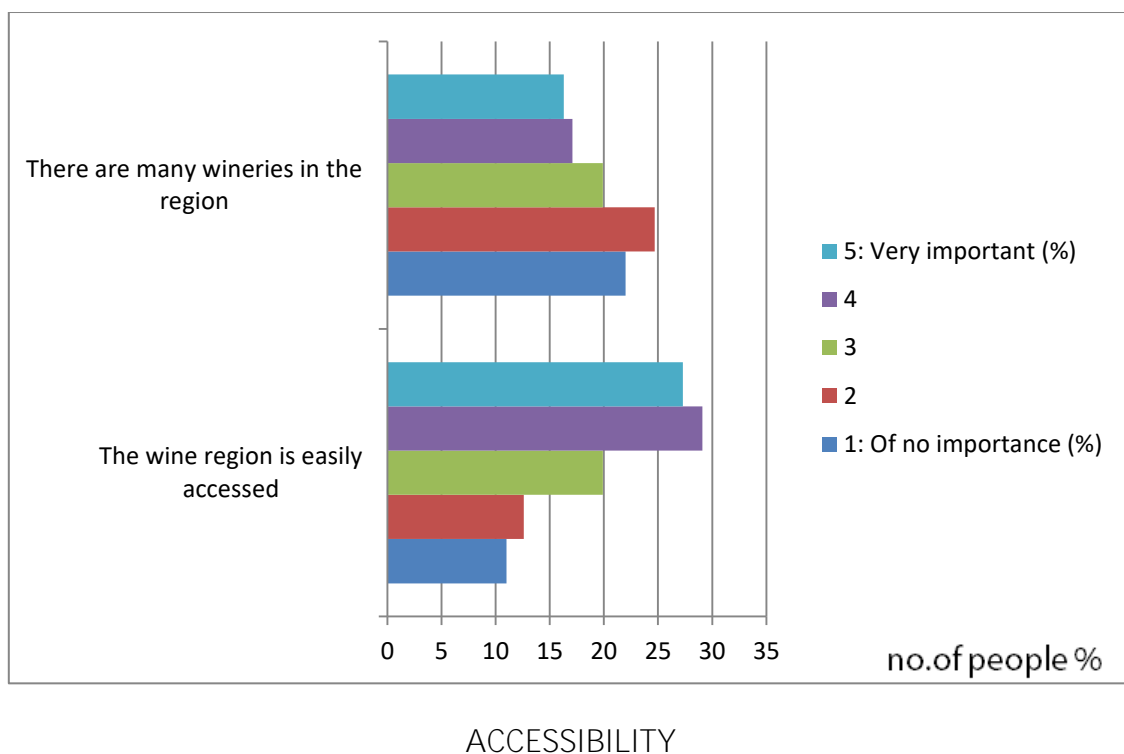


Figure 26 : Tourist motivating factor % for wine related to Accessibility

Source: Author

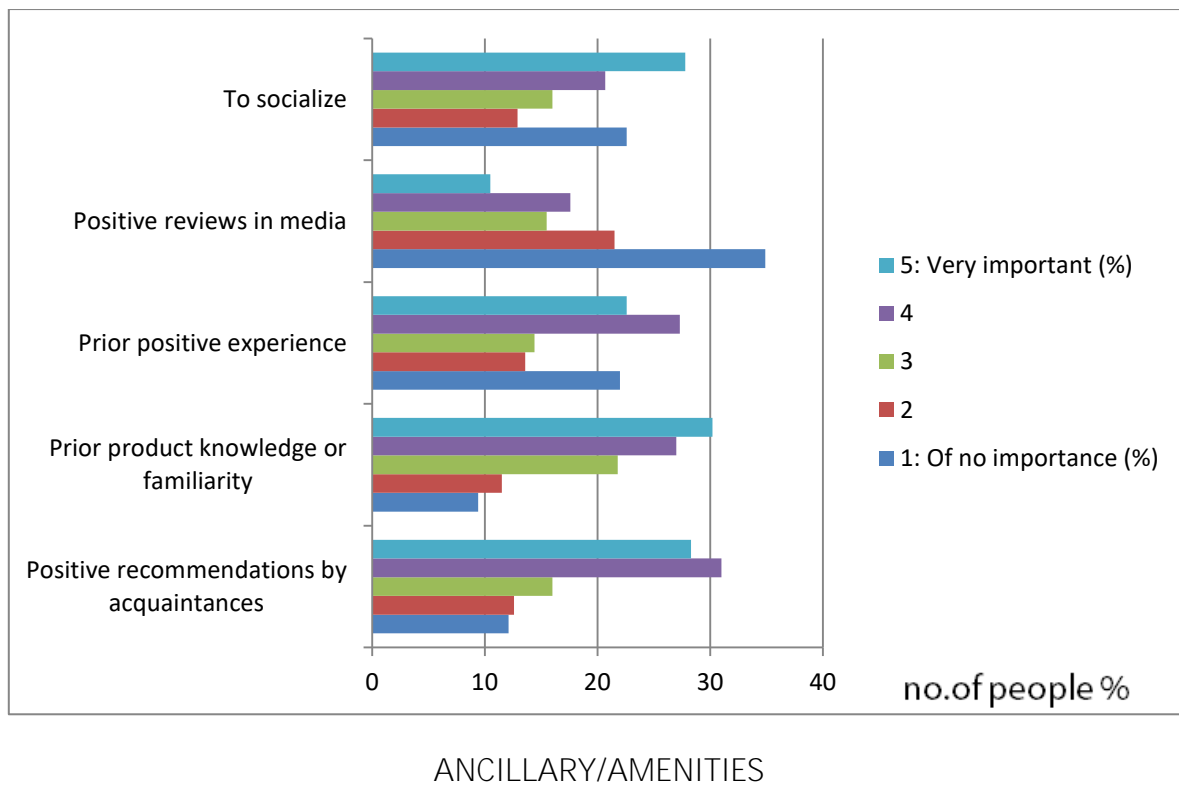


Figure 27: Tourist motivating factor % for wine related to ancillary facilities and amenities

Source: Author

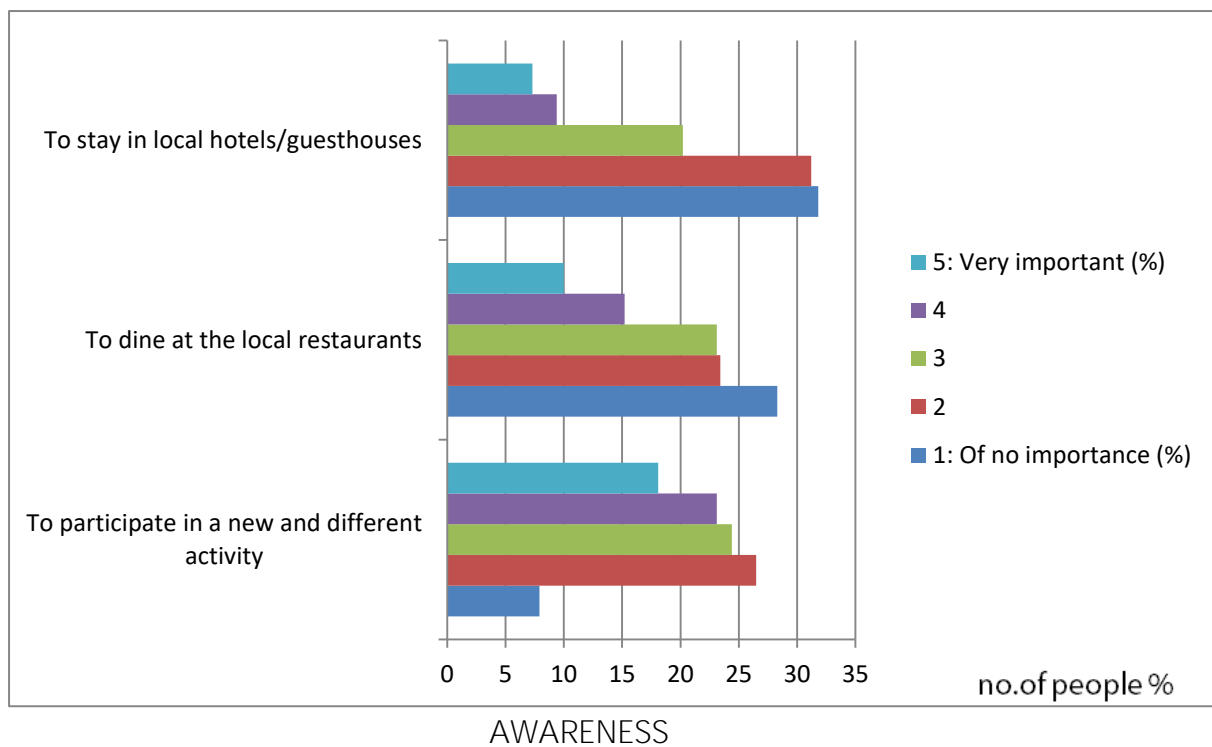


Figure 28: Tourist motivating factor % for wine related to awareness

Source: Author

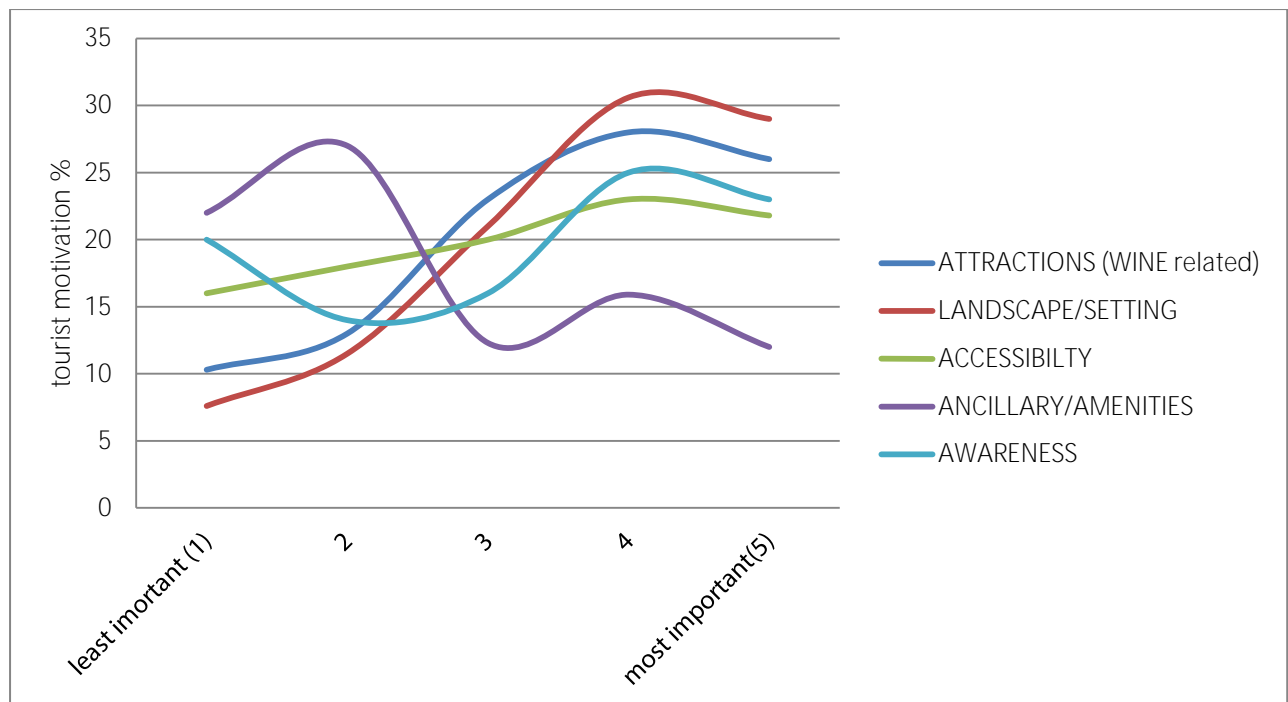


Figure 29 : Bar graph representing all the 5 aspects together in one

Source: Author

5.5. ANALYSIS

Table 10 revealed that geographical distance between the visitors' place of residence and the wine region was positively related to the incentive 'Destination attractiveness'. This finding supports the significance of distance in influencing consumers' decisions to travel to a specific wine region (Brown and Getz, 2005). In particular, results indicate that tourists who travel longer distances to visit a wine region attach more importance to destination attributes (pull factors) compared to short-haul travellers.

Travel distance was negatively associated with the importance of the incentive 'Socialization', implying that, compared to long haul travellers, visitors who live close to the winery tend to primarily focus on the social benefits of wine leisure activities. Similarly, from the literature reviews we can see that in France, local winery visitors seek for friendliness and pleasure, while passage tourists put a greater emphasis on the discovery component of wine tourism. Notably, as shown by the regression results of the present study, individuals motivated by 'Socialization' were highly involved with wine, despite that they did not consider themselves as "serious wine tourists" (Jago et al., 2000).

It can be seen that the speculation that 'wine tasting' constitutes the primary motivating factor for engaging in wine tourism is confirmed. Furthermore, and in line with what has 'landscape/ beautiful scenery' ranked second in terms of importance. The

importance of ancillary activities is not a major deciding factor because more than 50% do not think it is very important.

Another interesting finding is the significant association between 'Educational experience' and the predictor variables 'Identity' and 'Past visits' (positive and negative, respectively). As the number of past visits to wineries increases, individuals are less inclined to gather knowledge about the product and more interested in other aspects of wine tourism, such as the interaction with the winemaker ('Familiarity'). Hence, consumers who perceive themselves to be well informed about wines are less likely to visit a winery to gather knowledge and are more interested in other ancillary activities such as heritage tours, local restaurants. On the other hand, the less the consumers are informed are more motivated to learn about the wine and gather knowledge about the region.

6. CONCLUSION

The final chapter concludes on the study and analysis and details on the objectives and hypotheses.

The above chapters all aimed at trying to understand the concepts of productive tourismscapes, wine tourism and tea tourism. Through all the above study and analysis the objectives of the study have been achieved. The relationship of the various players in the tourism model was aimed to be detailed.

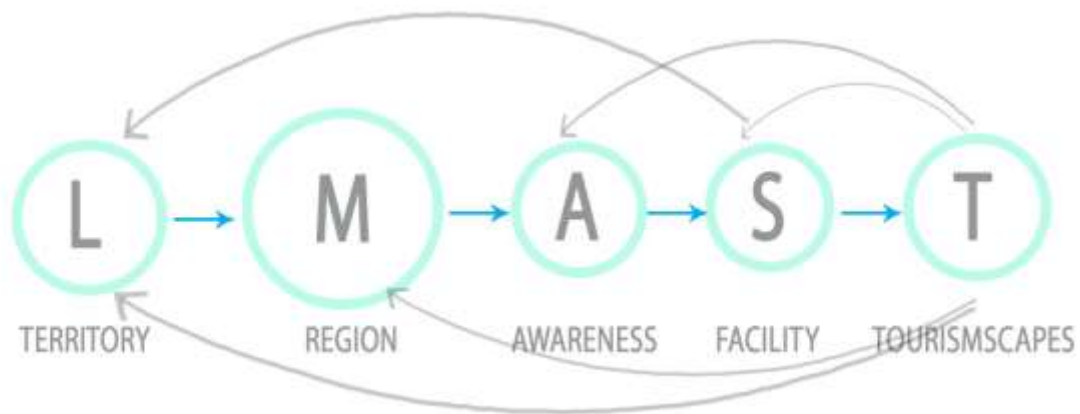


Figure 30 : Interrelationship of players in the tourism model

Where,

L = Territory - Landscape, Location.

M = Region - immediate context, ,Vineyards, Management, stake holders.

S = Facilities - Services provided (restaurants,hotels,museums,sights and activities)

T = the desired Tourismscape

The initial hypotheses did not taken into consideration; consumer **awareness** 'in the equation which has been an important tourist motivating factor as can be seen from the interviews. Thus the new tourism model includes Awareness as the 3rd player in the model. The graphs and charts clearly referred to the activities related to wine- the most important motivator for consumers and becomes the number one player in the equation. It is also obvious thus the necessity for ancillary activities and facilities has been the least

important of all factors and is the final player in the equation. The presence of this facilities are just added incentives but tourists do not consider it as a prime deciding factor.

Thus the following objectives of this study are studied and analysed:

- To understand the concept of wine tourism and identify its similarities with tea tourism
- To identify the potential of Nilgiris to become a tea tourism destination.
- To identify the success concepts in wine tourism methods and adapt them for tea tourism.

It has been proved earlier that both Tea and Wine can use the same mode of tourism model for a successful tourism experience. And the above mentioned equation with all its players are important in creating these new experiences that present age travellers sought after. Thus for the Nilgiris district in Tamil Nadu the above mentioned model can be used to promote Tea tourism within the region.

The economic effects of such tourism development can truly help the small scale producers as such niche tourism markets are usually focussed on developing the relationship between the consumer and the producer. Tourism has occupied an important position in the Indian economy, and the development of such tourism that protects and nourishes its environment, culture, heritage and simultaneously creating new jobs and opportunities to the rural economy is of utmost importance. If this model is highlighted with the proper planning policies necessary, it can help both our economy and government to earn revenue enough to play a part in the world tourism sector. Since this concept is still relatively new to most parts of India, awareness and advertising becomes a very important aspect. The utilisation of internet and online platforms, social media, tertiary tour operators and organisers has to be organised and such promotional activity should be practised.

The research paper tried to aim at studying two cultures together based on the similarities it has and tried to achieve results that can help benefit both the economies and cultures in terms of economic growth, development of tourism, conservation of heritage and environment/landscape. This mode of tourism may be a niche market but is now a growing and emerging trend, hence to plan our cities accordingly has never been more important.

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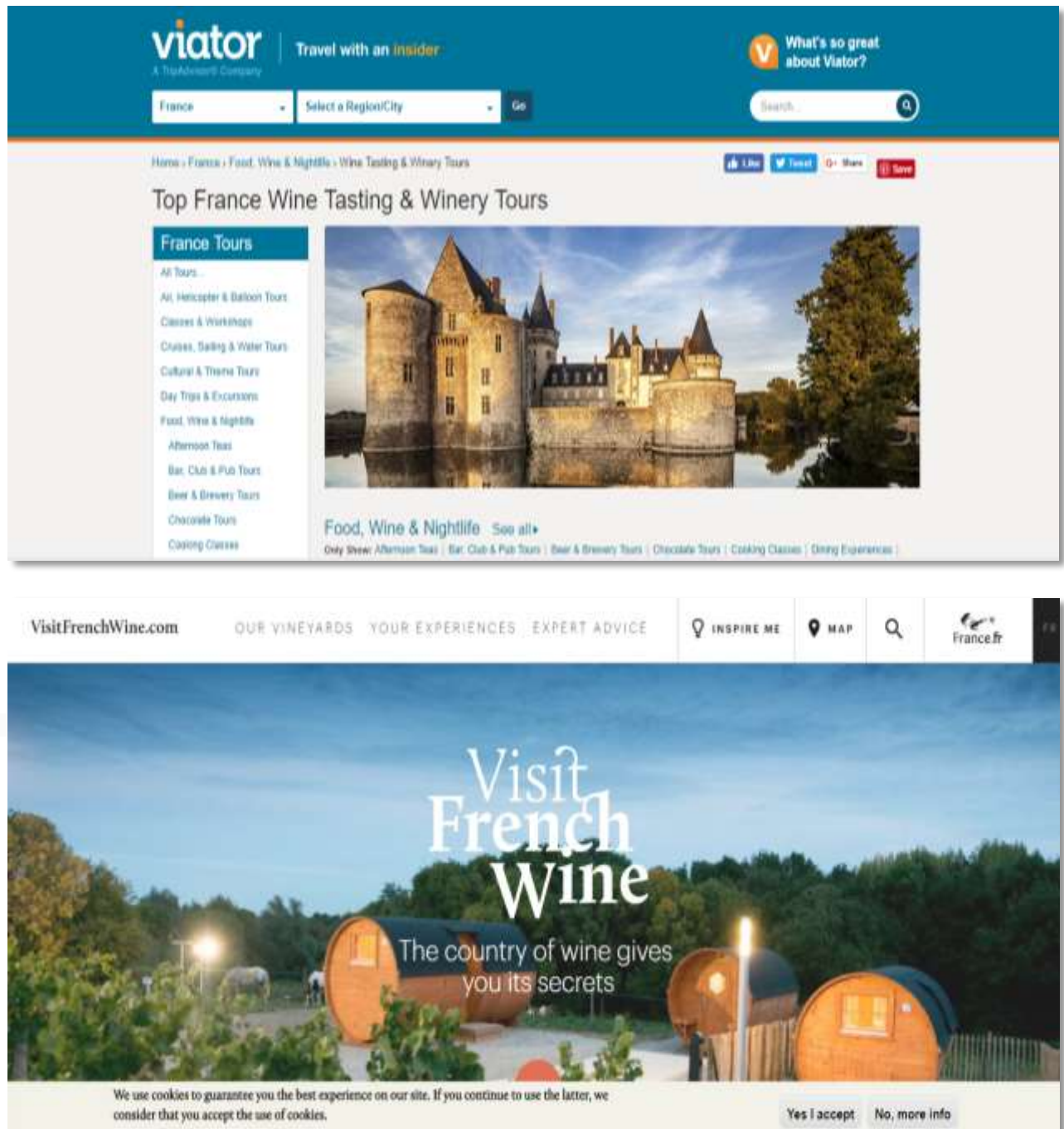
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APPENDICES

APPENDIX 1:

WINE TOURISM WEBSITES





PRODUCT

Wine tourism in France in numbers

France now has 10 million wine tourists, a real vote of confidence in the sector.

📱 📺 📖 📄



There were 7.5 million in 2009, but it is now estimated that 10 million came in 2016 to discover French wines and vineyards. This represents a growth of more than 30% and a total spend of 5.2 billion euros.

This success is the result of a growing desire to discover the treasures and expertise of our terroirs. It is also due to the efforts of key players in the industry to offer a more professional and enriching experience through recently opened new attractions.

Even though *vitis* to *vino* culture remains a vital part of the business, today wine tourists can choose from a multitude of experiences: wine-making workshops, overnight stays in vineyards or chateaux, itineraries such as the Route des vins, walks and e-bike rides through the vineyards, courses and conferences in wine academies, etc.

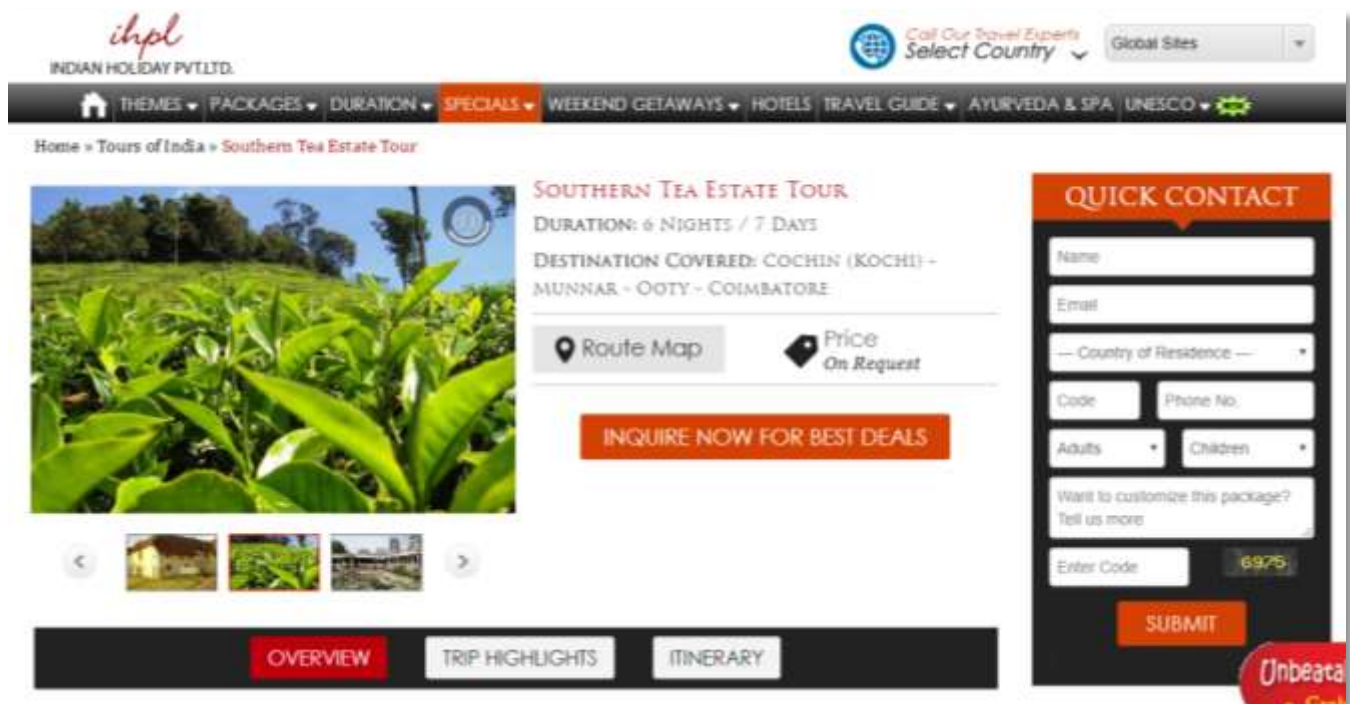
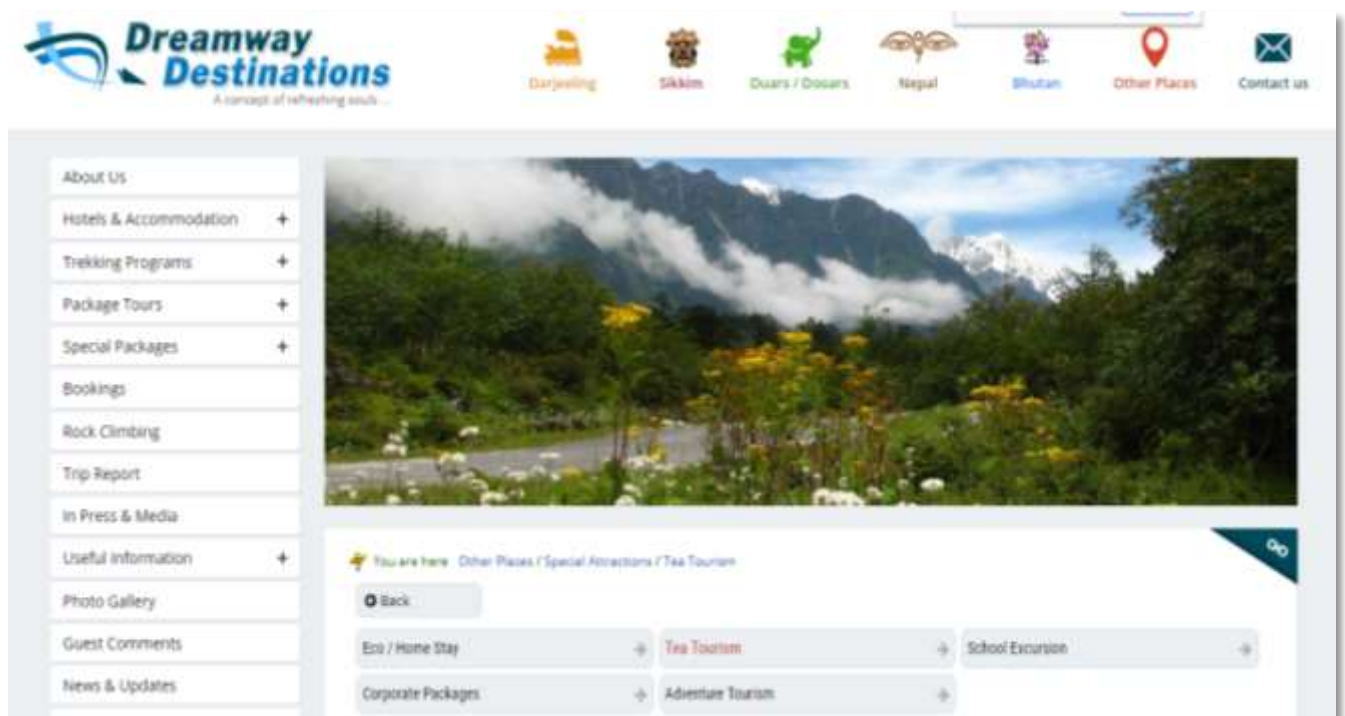


ATOUT FRANCE
The France tourism development agency
75018 Paris
75018 - Paris

LEARN MORE
ATOUT FRANCE is a state-owned company.

APPENDIX 2:

TEA TOURISM WEBSITES – TEA TOURISM ACTIVITIES IN DARJEELING, NILGIRIS



Tranquillitea

Gourmet Nilgiri Teas and Boutique Holidays


Tranquilli

[Home](#) [Gourmet Tea Catalog](#) [Tea Tasting Experience](#) [Boutique Holidays](#) [Blog](#)




The garden at the tea plantation farm stay in Coonoor

'At Tranquillitea we make some of the world's finest teas with a focus on gourmet and specialty teas. From the 'Silver Tips' which are amongst the world's rarest teas to hand made green and handmade black teas, each of our exquisite teas are distinct in character and appreciated by connoisseurs the world over. Tranquillitea is a family run organisation that's into its third generation in tea. Over the years we have pioneered the small tea growers movement, started the first CTC tea factory in the Nilgiris and the first specialty tea house in the region. We welcome you to visit us at the tea experience centre or at our estate in Coonoor to experience our world of teas. You can also request for our gourmet teas online and we will be happy to ship them to you.'

**Greener Pastures**
Taste. Connect. Sustain. Northwest India

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Plantation Stays

2 Tours

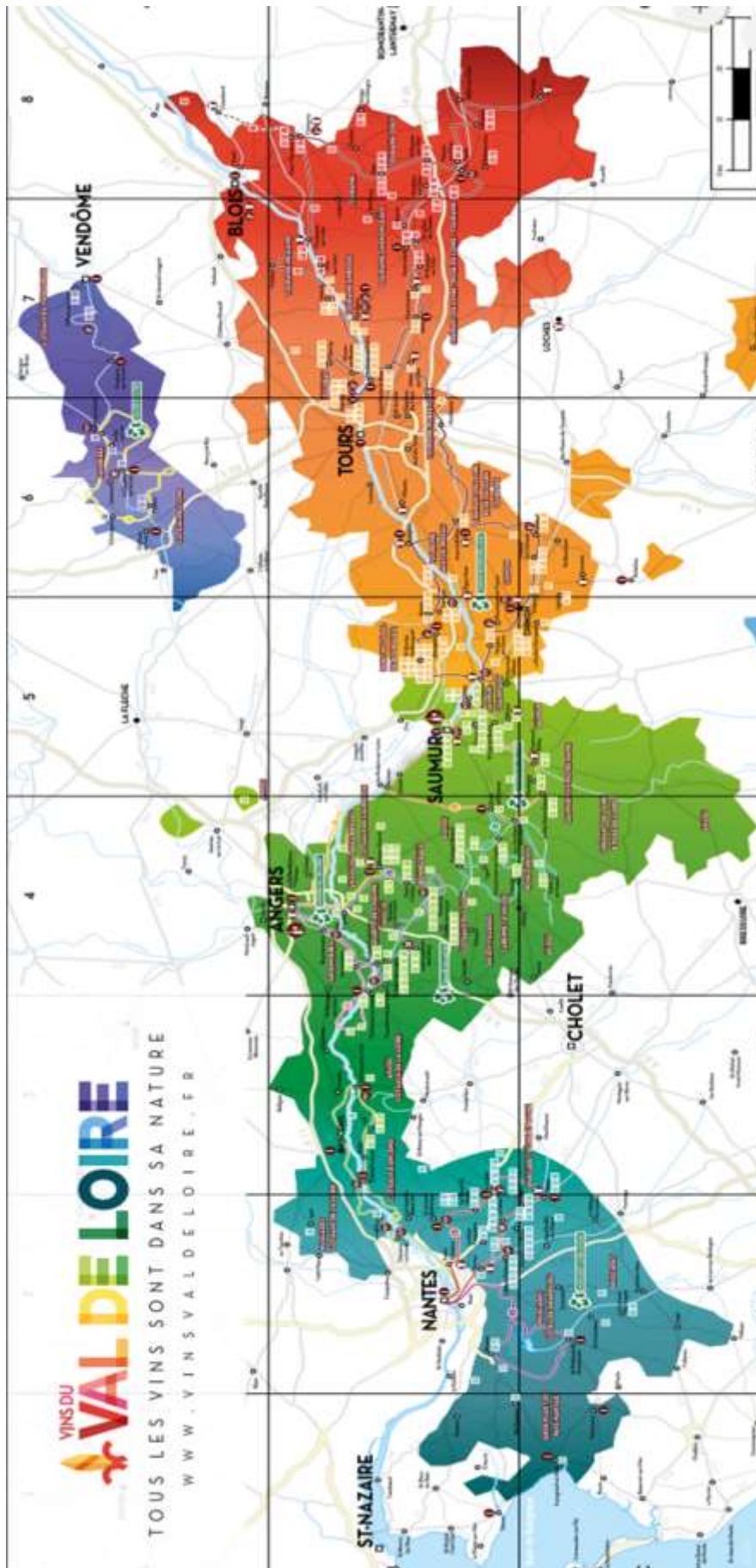
Monsoon Green and Tea Plantations

Dibrugarh - Miricotta Tea Estate - Sivrasagar - Gatoongga Tea Estate - Majuli 6D/5N

Monsoon season in Assam is the time of the year when the numerous forests, pastures, agricultural lands and tea plantations come alive with different shades of refreshing greenery. The river swells to become an ocean and the skies darken with gigantic and mesmerizing cloud formations. It is the time of the year when fresh tea leaves sprout in more than eight hundred tea estates. [Read more](#)



- ★ Stay in heritage bungalows midst luxury and serenity of tea plantations.
- ★ Walk in the plantations, pluck your own leaves.



APPENDIX 3:

MAP OF THE LOIRE
VALLEY

APPENDIX 4: QUESTIONNAIRE 1 - Interview with the owners of Winery

1. How would you describe your winery?

2. What grape varieties do you grow?

3. What wines do you produce (distinguish between what is produced at the winery and what is sold there)?

4. What is the approximate annual production volume of your winery?

5. What has been the history of this winery since it was first established?

6. How long have you been doing wine tasting sessions?

7. Do you think that your winery is an ideal place for Wine Tourism?

8. What problems have you faced so far in organising these sessions?

9. What mode of marketing strategy do you use?

10. Which mode of marketing has been the most successful?

11. Do the visitors stay longer than the wine tasting sessions?

12. Do you provide other ancillary services apart from wine tasting at your winery?

13. Do you see advantages in being listed as part of the wine routes of France?

QUESTIONNAIRE 2: to Travellers at a Wine Tasting Session.

1. Please state your country of origin:

2. Age: Please mark one 17 – 24..... 25 – 44 45 – 64 65 +

3. Profession/ Job

4. Gender

5. Status: Married_____

Single_____

In relationship_____

6. Is it the first time you visited the Loire valley? Yes / No

7. What kind of transport did you use to arrive at the vineyards?

Public transport.....Private car/ Taxi.....Coach tour.....

Other.....

8. Is it the first time you attend a wine tasting session? Yes / No

9. What kind of traveller are you?

Independent TravellerTour groupPackage traveller.....

10. How did you come across this winery?

Internet _____

Travelling agency _____

Peer recommendations _____

11. Have you checked the reviews of Trip Advisor? Yes / No

12. How many days will you be spending in Loire? _____

13. What other activities will you be doing?

Cultural eventsFood Tours.....Heritage walks.....

14. What were highlights of this wine tasting session?

Knowledge of owner _____ Service _____

Quality of wine _____ Venue _____

APPENDIX 5: User reviews from Trip Advisor



JazzAlice

8 3



Reviewed April 7, 2018 via mobile

Lovely tour and picnic

A friend and I visited in late March. D'Arcy was great in the lead up to the visit and gave us lots of information and help finding and getting to the château. Was nice to see round the vineyards and the cellars. We then tasted six delicious wines before having our picnic.

Unfortunately it was raining so we couldn't have our picnic in the vineyard, but a wonderfully set up room in an old barn building was a great second choice! The home made and local foods were plentiful and very delicious, and they catered for our dietary requirements without any issues. The only slight disappointment was that it said we could pick our favourite wine from the tastings for our picnic, but had one chosen for us - however it was still great!

A really enjoyable day, thanks D'Arcy!

[Show less](#)



[Ask JazzAlice about Picnic in the Vines Tour of Chinon, France](#)

Reviews collected by:

viator

A TripAdvisor company

Traveler rating

Excellent	<div></div>	4
Very Good	<div></div>	0
Average	<div></div>	0
Poor	<div></div>	0
Terrible	<div></div>	0



kristyn m

A Viator reviewer



Reviewed Aug 2017

A must do on your trip to Paris. Great food and wine.



Kevin T



Reviewed Jun 2016

A great introduction to Paris and wines. Our sommelier gave a great explanation of how wines get their flavors and how to make the most of any wine tasting. Great fun people and delicious pairings.



Meghan C
Princeton, New
Jersey

46 28



Reviewed 1 week ago via mobile

A highlight of our trip!

When planning our trip to Paris, my husband and I knew we wanted to see the countryside and experience a wine region and this was a fantastic way to do it.

The meeting point in Paris was convenient and the 2-hour van ride was very comfortable.

Luiz was an excellent host - very friendly and approachable, with great knowledge about the areas we visited and the wines & cheeses we tasted.

We had great service at each of our stops as well, thanks to Luiz's planning and connections in the area.

Given the small group size, the entire day felt very personal.

I would highly recommend booking a day trip with Luiz during a visit to Paris!

[Show less](#)



HockeyCat
Chelmsford,
Massachusetts

17 6



Reviewed December 18, 2017

Great winery tour and lunch

We really enjoyed our visit at this chateau. The vineyard and winery tour was informative and fun (be prepared for a walk up a hill), and the friendly cats and dog were great hosts as well. After a tasting of their interesting wines, we had a lovely picnic lunch overlooking their picturesque valley.

[Show less](#)

Review collected in partnership with this hotel

[Ask HockeyCat about Picnic in the Vines Tour of Chinon, France](#)

Thank HockeyCat

PRODUCTIVE TOURISMSCAPES

CULTURAL MEMORY AND PLACE IDENTITY: CREATING PLACE EXPERIENCE

LANDSCAPE DRIVEN TOURISM

Abstract :

Landscape has long been a key reference point in the construction of tourist imaginaries and, to this day, plays an important role in tourists' experience of travelling and their encounters. It is very evident that amongst the various types of tourism, landscape oriented tourism stands out the best. This is because; nature relaxes and calms down the system of a normal human being in this fast paced world. Such landscapes become tourismscapes. Productive tourismscapes refer to agricultural landscapes such as tea plantation, vineyards, and paddy fields and so on. This has been identified as one niche Tourism segment emerged with novel concept of sustainable and nature based eco-friendly tourism. Research objective is to understand the concept of wine tourism and identify its similarities with tea tourism and identify the potential of Nilgiris to become a tea tourism destination. The idea is to also understand and identify the success concepts in wine tourism methods and adapt them for tea tourism. The **objective is also to study the tourist's** attitudes, expectations and destination attributes and to formulate a relation between the various factors that create a sustainable and successful tourism model. The study is crucial as such tourism activities can help in increasing the socio economic status of the place.

Keywords :

Tourismscapes, Productive Tourismscapes, wine tourism, tea tourism, cultural and social importance.

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